

# Big month as brand takes centre stage

Iconic truck maker Iveco is firmly in the spotlight with promo opportunities and new contracts, writes **Steve Skinner**.

October has been an eventful month for Iveco in Australia. The company enjoyed mass exposure both in Australia and overseas through its major sponsorship of the Australian Motorcycle Grand Prix at Phillip Island.

Iveco also sponsors motorbike superstar Casey Stoner – including a Stralis truck for the Stoner family property at Tamworth. The company staged a grand prix media briefing with Stoner inside its factory at Dandenong in Melbourne, which employs 300 people in building and assembly.

Part of the giant Fiat automotive group, “Iveco” stands for Industrial Vehicles Company.

For many years Iveco Australia has had a tie-up with the famous International brand, assembling and marketing the trucks on behalf of the American owner Navistar.

But as of this month, it's the end of an era for International, which has had a strong presence in Australia for more than 100 years.

The brand will no longer continue in Australia once current stocks are built and sold by next year but Iveco says buyers will be looked after, with parts and service available through their dealerships across the country. All warranties will be guaranteed.

The three International models to be phased out are the bonneted 7600, 9200 and 9900. Iveco Australia's managing director, Giorgio Gallia, tells Drive the company has its own models to take their place.

In December it will introduce a manual version of its top-of-the-range bonneted automatic Powerstar, which has a choice of a Cursor 13-litre engine or Cummins ISX 15-litre, rated up to 620 horsepower (462kW).

The Iveco range starts with the 3.5-tonne to 7.5-tonne Daily van and cab chassis; then there's the 12-tonne to 24-tonne Eurocargo; the cab-over Stralis with Cursor engines from 350 horsepower (260kW) to 560 horsepower (417kW); the Powerstar; the all-



**Star power ... Iveco Australia managing director Giorgio Gallia (right) with motorcycle star Casey Stoner, in front of an Iveco Powerstar.**

wheel-drive off-road Trakker; and the legendary ACCO, the Australian-designed and built medium workhorse that's been around for 40 years.

“ACCO is stronger than ever,” Gallia says. “Not only do we have the leadership position in the waste management sector but we are

gaining market share in the agitator industry – concrete trucks.”

This year the company was awarded a major contract with construction materials giant Hanson for 76 new ACCOs, which are powered by Cummins 280 horsepower (208kW) to 350 horsepower (260kW) engines.

# Road to milestone

BY ALICE ARCHER

FIVE years ago, one of Dandenong's biggest and oldest manufacturing companies, International Trucks, was rescued from near death by Iveco, the commercial arm of Fiat.

Last Tuesday, it celebrated survival and a new lease of life at the official handover of its 200,000th truck.

Speaking at the ceremony, the Premier, Mr Kennett, congratulated International for producing "world-class" trucks.

"The key to prospering in this industry is to think local and act global," he said.

"The only way anyone can secure our employment is to produce something that is of world-class standard and is in demand overseas."

Dandenong was Iveco's springboard to Asia and now was the time to "strike where it matters", Mr Kennett said.

He congratulated International for tapping new markets in Brazil. He also praised the company for surviving such a

difficult time and "turning things around".

Mr Kennett called to the stage International's longest-standing employee Mr Peter Costabile. He has worked for International since it opened at Dandenong in 1952 and handed the keys of the truck to the company's most-valued client, Mr Allan Scott, of Scott's Transport.

International's managing director Mr Steffan Schneider said the company had been given a chance for survival.

About 15 years ago International almost collapsed following the demise of its parent company in the US. It lost its agricultural business and a significant share of its truck manufacturing arm. It was forced to reduce its staff from several thousands to 468 in 1990.

The Iveco group of Italy bought the \$30 million company and helped it rebuild.

Mr Schneider said the company had made a great comeback in the past few years.



**LOOK OVERSEAS:** the Premier, Mr Kennett, at the International Trucks handover ceremony.

# 50 Years of Truck Making at Dandenong

*Information from the videotape of the same name*

Richard Casey opened the International Harvester truck plant in 1952, employing 550 people. By the end of that year it had produced 2000 trucks developed for the Australian market.

In June 1958 it received an important boost when it won a contract to build 100 cab-over 4WD trucks for the Australian Army.

These trucks were the first to be fully designed and manufactured in Australia, and led to the development of the iconic ACCO series.

As production grew, many additions were made to the factory to allow for greater production, and the range of trucks also grew to cover the range from 2-4 ton to luxury long-range semi-trailer.

The highest production was achieved in 1970, when 7,700 trucks were built.

Competition from imported trucks increased, and in 1982 the company went into receivership. The Geelong plant (for agricultural equipment) closed and all operations were focussed at Dandenong.

By 1990 production of agricultural equipment had stopped, the company name was changed to International Trucks, and, to boost its sales range, International began to supply Iveco trucks.

In 1992, Iveco (the truck manufacturing arm of Fiat) purchased International, made some its Eurostar and Eurotech here, and re-badged the International ACCO trucks as Iveco. The flagship of the company is the Australian-designed Powerstar, for heavy or road train use.

In 2003, the name International was re-introduced for the American-style trucks, to sell alongside the European-style Iveco trucks.

# Premier hands over 200,000th 'Inter' truck

PREMIER Jeff Kennett last Tuesday won the hearts of the employees at International Trucks Dandenong when he asked the company's longest serving employee, Pete Pasquale to hand over the keys of the 200,000th truck produced at the plant to its biggest customer, Allan Scott.

International's managing director Stefan Schneider said it was a very significant event for the company, as this year marks the 25th anniversary of Australia's largest truck manufacturer producing trucks from Dandenong.

There were more than 200 guests for the hand-over ceremony, including Roberto Borsa, vice president international operations of International's parent company, Iveco.

"This very important milestone has been achieved in the same year that we have seen the company reach the mid-point of major truck design and engineering development project which will see and Australian-designed Iveco truck manufactured for the Brazilian market in 1999," he said.

Since the early 80s International Trucks had been struggling after it's former parent company, International Harvester of the USA, went broke. The workforce dropped from over 1000 to 450 in 1992.

Then the European-based company Iveco - a division of Fiat - took over the company and since that time there has been unprecedented growth at International. Staff levels have increased to 620 permanent jobs in Australia.

Product development has been accelerated and there are now about 1500 vehicles a year.

The partnership with Iveco has



TRUCKING magnate Allan Scott and the premier Jeff kennett.

allowed International to utilise Iveco's resources and obtain ready access to its product range worldwide.

In a global strategy, International at Dandenong is playing an increasing role in the South East Asian region. Dandenong has also been nominated by Iveco as the heavy truck R & D centre for certain products where road and climate conditions are similar to tough conditions prevailing in Australia.

As a result Dandenong has recently completed its first development of a heavy prime mover destined for the Brazilian market.

The export target for International is 20 per cent of output.

The initial project brief three years ago was to create a left and right hand drive conventional truck with ergonomic cab, North American driveline (powered by a Cummins M11 diesel engine) and chassis. Testing was carried out at Fox's Anglesea complex.

The first two prototypes are scheduled to go to Brazil next year.

Premier Kennett congratulated the company on producing its 200,000th truck, describing International at Dandenong as "a centre of excellence".

# INTERNATIONAL HARVESTER COMPANY OF AUSTRALIA PTY. LTD.

(INCORPORATED IN VICTORIA)

DANDENONG WORKS, DANDENONG, VICTORIA

DISTRICT SALES OFFICES IN CAPITAL CITIES. WORKS: DANDENONG, GEELONG & PORT MELBOURNE

FARM OPERATING EQUIPMENT  
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HARVESTER, DANDENONG  
TELEPHONE: 2-0621  
P.O. BOX 117

Secretary Dandenong Historical Society,  
Mr. W.S. Titcher,  
C/- Titchers Pharmacy,  
309 Lonsdale Street,  
DANDENONG. 3175.

1st December, 1967.

Dear Mr. Titcher,

As discussed yesterday, I have pleasure in enclosing a copy of the history of our Company in Australia and a booklet setting out some details about our Dandenong Works.

Yours faithfully,



R.R.S. FRANCIS.

Industrial Relations Manager.

International Harvester Company of Australia was formed with a head office in Melbourne and district sales offices in the capital cities.

The Company's early activities comprised the distribution of imported machines, attachments and service parts but gradually it became associated with the local manufacture of machine attachments and service parts and the distribution of some Australian made farm machines.

### History of Manufacture

In 1937 the Australian Company took the first big step towards establishing its own comprehensive manufacturing facilities. In that year the Company purchased land on Corio Bay near Geelong, Victoria, as the site for its first manufacturing works in Australia and established on that site a factory for the manufacture of farm implements. After a few months of implement production, war intervened and the Company turned its production capacity to the manufacture of war equipment. For

# HISTORY AND ORGANIZATION OF THE INTERNATIONAL HARVESTER COMPANY OF AUSTRALIA PTY. LTD.

## Introduction

The International Harvester Company of Australia Pty. Ltd. is a major enterprise in the Australian developmental scene and a growing company manufacturing and distributing a wide range of motor trucks, tractors, farm machinery and construction equipment. The Company is Australia-wide with a head office in Melbourne, district sales offices in the capital cities and manufacturing works at Dandenong, Geelong and Port Melbourne, all in Victoria. As the affiliate of a long-established world-wide organization, operating in 148 different countries, it has access to and is able to contribute a wealth of engineering and practical experience.

To meet Australia's growing needs, maximum crops must be produced, metals and minerals must be taken from the earth, farm products, raw materials and manufactured goods must be transported swiftly and economically. Highways must be built and maintained, new land cleared and opened for development, and power must be produced to meet the needs of the thousand activities that protect and advance man's welfare. And for everyone of these activities there is a specially built IH product.

## The Beginning

The foundation of the International Harvester Company dates back to 1831 when Cyrus Hall McCormick invented the world's first successful reaper. A McCormick reaper won a prize in Australia in 1856. From about 1852 the McCormick and Deering Companies operated in this country through separate sales organizations. In 1902, leading farm implement manufacturers in the U.S.A. combined with the McCormick Harvesting Machine Company to form International Harvester Company of America. This Company conducted a branch operation in Australia until 1912 when International Harvester Company of Australia was formed with a head office in Melbourne and district sales offices in the capital cities.

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the next six years it made and assembled components for a wide variety of war materials - from army motor trucks to trailers, gas masks to torpedo bombers, service rifles to howitzers and bren guns to machine gun carriers.

In the latter years of the war, Geelong Works manufactured large quantities of specialised agricultural machinery for increased vegetable production to meet the needs of the allied armies.

In 1947 the Company completed plans to double the size of Geelong Works in preparation for the mass production in Australia, for the first time, of tractors, motor trucks, engines and power units. Large sums were invested in building a mechanised grey iron foundry, and on importing precision machine tools necessary for this large-scale project.

In 1948 the first Australian-made McCormick International tractors rolled from the assembly line. These tractors were soon at work in every corner of the Commonwealth, on agricultural holdings and in industrial under-takings, and new avenues of employment opened up to the industrial city of Geelong.

The Company followed this development by the purchase in 1949 of land at the junction of the Prince's and South Gippsland Highways at Dandenong, Victoria, to serve as the future home of International Harvester truck manufacture in Australia. While the buildings were being erected at Dandenong, the first Australian-made International Harvester motor trucks rolled from an assembly line in a temporary plant at the Company's Australian headquarters in Melbourne in 1950, and Dandenong Works was officially opened in 1952.

In 1958, the Company purchased the manufacturing facilities of an engineering company at Port Melbourne, Victoria, for the expansion of its manufacture of construction and earthmoving equipment and the new facilities are today known as the Port Melbourne Works. The production of earth-moving equipment was transferred from Geelong Works to Port Melbourne Works where many new items of construction equipment are now being produced. Machines that made large-scale projects possible come from the Company's Port Melbourne Works - the versatile International Drott earthmover, bull-graders, Payhauler dump trucks, bulldozers, mobile cranes and loaders.

### Research and Development

In late 1961, as part of an important engineering programme, the Company erected a £350,000 Engineering Research Centre on a 10 acre site opposite Geelong Works and purchased 2,556 acres of land at Anglesea, Victoria, for a product proving ground. These facilities enable the Company to cater for the design, development and manufacture of equipment best suited to Australia's special agricultural, transportation and construction requirements.

Development of the Anglesea Proving Ground site continued into the second phase of a three-stage development programme during 1965. Already completed were the access roads, workshops and amenities block and the 11 miles of fencing around the testing site itself. Construction of the  $2\frac{1}{2}$  mile 24 ft. wide road which forms the main motor truck testing circuit, and the 2000 ft. long sealed loop road to be used for tractor testing were completed during the year.

Work on the second stage includes the construction of a 7-mile second class road test circuit, a mile of which will have a 6 per cent gradient; a main water supply dam (to furnish domestic needs) has been built, and a 300-acre-pilot farm still under construction will be used for testing farm equipment.

A number of hazards such as mud patches, steep grades and rough tracks built to test any vehicle are some of the additional features incorporated in the programme.

The third and final stage is envisaged to cover the sealing of the main motor truck test circuit and completion of other facilities.

### New Developments

In 1964 the company spent more than £500,000 at Dandenong Works to increase International motor truck manufacture in Australia. Officially opened by the Minister of Trade & Industry (Mr. John McEwen) on September 3, 1965, the expansion involved the construction of four major bays, onto the original manufacturing facilities to provide an extra 103,000 sq. ft. of floor space. In addition, the main production line was extended and provision made for complete new assembly, engine and cab production lines.

These extra facilities also incorporate new machine tools and fixtures, permitting almost twice the previous output in production and at the same time allowing for planned future expansion.

The company also spent £500,000 at Rocklea in Queensland on a new state headquarters premises which includes distribution and assembly facilities.

The Rocklea building, set on a  $13\frac{1}{2}$ -acre site with 450 ft. frontage on the main Brisbane-Toowoomba highway contains more than 100,000 sq. ft. of covered-in area in addition to parking space and access roads.

A further £120,000 was spent at Port Melbourne Works to increase construction equipment production.

In order to offer the public more extensive sales and service facilities in the marketing of its industrial equipment, as distinct from construction equipment, the Company, in 1965, broadened its distribution and sales organization in Victoria and N. S. W.

The new organization which was introduced became necessary through increased market demand for International industrial equipment.

The first objective was to appoint a number of new industrial dealers in major centres outside the metropolitan area who would give the company a wider sales coverage.

Previously this equipment had been marketed only by the company's construction equipment distributor group.

The appointment of these industrial equipment dealers which includes the existing ISAS companies in all states (also IH construction equipment distributors) followed an extensive market survey of N. S. W. and Victoria.

The remaining states will, for the time being, be covered entirely by the ISAS construction equipment distributors; however, as demand for the company's industrial equipment increases, new outlets will be considered.

All of the newly appointed industrial equipment dealers in Victoria and New South Wales are also IH farm equipment and motor truck dealers, but all are "non exclusive" industrial dealers with the right to sell IH industrial equipment anywhere. Conjointly with this programme the company has given all farm equipment dealers the right to sell the present farm equipment line (excluding crawler tractors) to all governments, shires and councils.

Previously the construction equipment distributors ISAS had retained this right exclusively.

## Exports

The Company began exporting its Australian-made machines during the 1946-51 period and the most significant increase was in 1950-51 when trucks became available for export, principally to the New Zealand affiliate. Sales are made also to South Africa, East Africa, Rhodesia, India, Pakistan, Ceylon, Malaysia, Republic of Singapore, Thailand, Fiji, New Guinea and the Solomons - in total about 90 different countries.

World-wide, the International Harvester Company does business in 148 countries, directly employs nearly 102,000 people and indirectly employs tens of thousands of people through its 40,000 suppliers. It has 37 major manufacturing plants. As an indication of its vast output, the Company has produced over 4,000,000 motor trucks and 4,000,000 tractors. In total it distributes approximately 1,500 types of IH products.

### Historical Data on International Harvester Company in Australia

NAME OF COMPANY:	International Harvester Company of Australia Pty. Ltd.
HEAD OFFICE ADDRESS:	171-205 City Road, South Melbourne, S. C. 4, Victoria Australia.
DISTRICT SALES OFFICES:	Brisbane, Sydney, Adelaide, Perth, Melbourne.
PARTS DEPOT:	Melbourne
MANUFACTURING PLANTS:	Dandenong Works - Motor Trucks Geelong Works - Tractors and Farm Equipment Port Melbourne Works - Construction Equipment
BRIEF HISTORY:	1852 First McCormick Reaper arrived in Australia
	1884 Two separate organizations, one selling McCormick and the other Deering machines, formed in Australia.
	1903 International Harvester Company of America registered in Australia.
	1904 International Harvester Company of America began business in Australia.
	1912 International Harvester Company of Australia Pty. Ltd. formed in Melbourne on June 26.
	1937 September 29 - purchased 46 acres at Geelong for first manufacturing plant.
	1938 December - first melt flowed from Geelong Works Foundry
	1939 May - official opening of Geelong Works

- 1944 July 1 - Company discontinued using salesmen and service men in retail capacity. Agents assumed full responsibility for sales and service of IH products.
- 1946 Organization changed from retail to wholesale operation
- 1949 Purchased Head Office building in South Melbourne
- 1949 Purchased 56 acres at Dandenong for a motor truck works. Extensive expansion programme at Geelong Works to manufacture tractors and motor truck components. First Australian-made tractors produced at Geelong Works.
- 1950 First Australian-made International trucks produced in Melbourne pending completion of Dandenong Works.
- 1952 Dandenong Works completed.
- 1955 Additional 10 acres purchased in the vicinity of Geelong Works
- 1956 Dandenong Works extended
- 1958 IH construction equipment works established at Port Melbourne
- 1961 Construction of Engineering Research and Development Centre on 10 acres of land at Geelong and purchase of Proving Ground at Anglesea.
- 1962 Company established a sales outlet at Gunnedah N. S. W. Designed to incorporate extensive facilities this company store is an outlet for the sale and service of farm equipment, farm tractors and motor trucks.
- 1963 September - Official handing over to the Australian army of the first of the initial order of 600 Australian designed and manufactured 2½ ton military motor trucks.  
October - First 40 horsepower diesel wheel tractor manufactured in Australia and designated McCormick International A414, was produced at Geelong Works.
- 1964 November - Company announced plans for expenditure of more than £500,000 at Rocklea in Queensland on a new state headquarters premises and assembly facilities. A similar amount was planned to be spent at Dandenong Works to almost double International motor truck manufacture in Australia (10,000 units per year).

1965

At Port Melbourne Works, £120,000 expenditure has increased construction equipment production.

September - Official opening of additional manufacturing facilities at Dandenong Works by Minister for Trade & Industry, Mr. John McEwen, M.P.

Work commenced on establishment of retail motor truck branches at Brooklyn Victoria and Mascot N.S.W.

Extension of sales and service facilities in the marketing of industrial equipment, as distinct from construction equipment, by formation of new sales organization in Victoria and New South Wales.