

Coca-Cola Hellenic and IVECO test hybrid truck

Vienna – Austria, April 1st 2009 - Coca-Cola Hellenic is working with the vehicle-manufacturing firm IVECO in Austria to test a hybrid truck as part of a Company-wide initiative to assess the use of environmentally friendly technologies.

With operations in 28 countries, Coca-Cola Hellenic operates an extensive fleet of delivery vehicles. In order to reduce energy emissions associated with climate change, a commitment has been made to improve or employ alternative equipment, technology and processes wherever possible.

Coca-Cola Hellenic chose to explore the energy saving capabilities of hybrid vehicles with IVECO because the truck division of the Italian Fiat Group has a strong track record in the research and development of energy-efficient solutions.

Susanne Lontzen, spokesperson of Coca-Cola Hellenic in Austria, noted that the Company's testing of hybrid vehicles is part of its broad-ranging commitments to Corporate Social Responsibility across all areas of its operations. "By working with strong partners, like IVECO, the Company seeks to achieve its sustainable development goals in the interests of every member of the communities in which it operates," she said.

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