

## **Coca-Cola Hellenic scoops three top prizes at the Fleet Europe Awards 2010 in Brussels**

**Vienna – December, 6<sup>th</sup> 2010**

**Coca-Cola Hellenic has won the prestigious International Fleet Safety of the Year award – as well as being placed second and third in two other Award categories. The company, which operates its fleet of over 20,000 vehicles across 28 countries, received the accolade at the Fleet Europe Awards 2010, which took place on Thursday 18 November at a glittering gala dinner held at the Brussels Stock Exchange.**

Coca-Cola Hellenic came second in the International Fleet Manager of the Year award and third in the International Green Fleet of the Year. This is the first time in the history of the awards that a company has been recognised in three different categories at the same time.

The International Fleet Safety Award recognised the successful implementation of a safety project for Coca-Cola Hellenic's fleet, using original tools and programmes to improve driver safety. The company's pilot safety programme, utilising the mobileye® active fleet safety system, was implemented in 2010. During the operation of this programme no collisions were recorded, drivers' performance increased significantly and fuel efficiency was improved.

The second place International Fleet Manager of the Year award was for having successfully developed an international fleet management strategy and implemented an efficient car policy. Coca-Cola Hellenic has begun building its international fleet organisation in 2007. As a result of excellent cooperation among the 28 countries of operation, the central procurement department, fleet and other experts, Coca-Cola Hellenic achieved solid consistent improvement

and tangible results in terms of supplier portfolio management, fleet optimisation and sourcing.

Coca-Cola Hellenic came third in the International Green Fleet of the Year award, in recognition of its Safe & Eco drive programme. In 2009 the company reduced its fuel consumption by 6.3%, with a further 1.5% reduction in the first half of 2010. This is equivalent to a reduction in CO2 emissions of 7,600 tons over the 2009-10 period.

Susanne Lontzen, Public Affairs & Communications Director of Coca-Cola Hellenic Austria comments: "This is a fantastic result for Coca-Cola Hellenic. To win this award is a great achievement for everyone who has worked so hard across the company. To be the only company to achieve success in 3 categories at the same time is an added bonus.

"Being recognised as the best by such a prestigious organisation is a real honour, and this is an important milestone for us. However, we won't be resting on our laurels and will be continuing to strive for continuous improvement in the year ahead", concluded Lontzen.

Questions and further information:

Ronald Gollatz, MPW-1060, phone: +43 (0)1 504 16 14 0 or e-mail: [Austria@MPW-1060.com](mailto:Austria@MPW-1060.com)

Susanne Lontzen, Coca-Cola HBC Austria GmbH, Triester Straße 91, 1100 Vienna  
phone +43 (0)1 610 60-0, e-mail : [medien.at@cchellenic.com](mailto:medien.at@cchellenic.com)