

Coca-Cola Hellenic signs the European Road Safety Charter

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ATHENS, Greece, Feb. 02 /CSRwire/ - Coca-Cola Hellenic has become a signatory of the European Road Safety Charter, a European Participatory Platform, initialised by the European Commission that aims at the reduction of road fatalities. The signing event, which took place on Tuesday 1 February in Brussels, was attended by the Vice-President of the European Commission and Commissioner for Transport, Siim Kallas .

Invitees and signatories had the opportunity to participate in Road Safety Workshops, organised by the European Road Safety Charter team .

The European Road Safety Charter is an invitation by the European Commission to enterprises, associations, research institutions and public authorities to take concrete actions, assess results and further heighten awareness about the need to reduce road accident fatalities. The signatories of the European Road Safety Charter, among which are numerous multinational and national companies, are given the opportunity to share practices and ideas on the methods employed in a common effort to improve road safety .

Coca-Cola Hellenic, which runs one of the largest commercial fleet in Europe, with approximately 19,000 vehicles across its European operations, is committed in improving fleet safety. On-going company activities in this area include a centralised fleet safety policy, coordination with all countries of operation in adopting the policy, training methodology for driving behaviour and **piloting of a new, active safety device called Mobileye**¹. In recognition of its achievements in the fleet category, Coca-Cola Hellenic received in November 2010 three top prizes at the prestigious Fleet Europe Awards, including the International Fleet Safety Award of the Year.

The signing event was attended by Janos Kis, Coca-Cola Hellenic Fleet Support Manager. "We are very happy that we have been invited to join this venture that gives us the opportunity to contribute in improving road safety, while at the same time we can reduce road accidents across our 28 countries of operation .

"We are currently building on our fleet safety policy, by also developing and implementing an audit process, so as to make it stronger and more efficient, and eventually reach our target, to eliminate all fleet related accidents. We are looking forward to sharing our practices with other companies and organisations and explore ideas suggested by other parties that will enrich our own methods," said Janos Kis .

1. Note to the editors

The Mobileye C2-270 is a modern, comprehensive, single camera-based safety solution integrating pedestrian, bicycle, motorcycle, and vehicle detection into one safety solution for the modern driver.

It provides the following safety features :

- **Pedestrian Collision Warning (for pedestrians and bicycles)**
- **Forward Collision Warning (cars, trucks and motorcycles)**
- **Lane Departure Warning**
- **Headway Monitoring and Warning**

About Coca-Cola Hellenic

Coca-Cola Hellenic is one of the world's largest bottlers of products of The Coca-Cola Company with sales of more than two billion unit cases, and 560 million customers buying its products annually. The company offers a diverse range of ready-to-drink non-alcoholic beverages in the sparkling, juice, juice drinks, water, sport, energy, tea and coffee categories. Coca-Cola Hellenic is committed to promoting sustainable development in order to create value for its business and for society. This includes providing products that meet the beverage needs of consumers, fostering an open and inclusive work environment and conducting business in ways that protect and preserve the environment and contribute to the socio-economic development of our local communities. Coca-Cola Hellenic's shares are listed on the Athens Exchange (ATHEX: EEEK), with a secondary listing on the London Stock Exchange (LSE: CCB). Coca-Cola Hellenic's American Depositary Receipts (ADRs) are listed on the New York Stock Exchange (NYSE: CCH). Coca-Cola Hellenic is included in the Dow Jones Sustainability and FTSE4Good Indexes. For more information on Coca-Cola Hellenic Bottling Company Ireland, its products, people and commitment to sustainable business please visit www.coca-colahellenic.com.

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