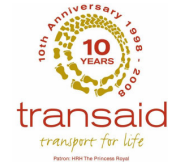


# PRESS RELEASE



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## HRH THE PRINCESS ROYAL TO VISIT IVECO AT THE CV SHOW

HRH The Princess Royal will be attending the Commercial Vehicle Show at the NEC in Birmingham on Wednesday 16<sup>th</sup> April.

In her capacity as Patron to international development charity, Transaid, Her Royal Highness will briefly tour the Show and then speak directly to customers and dealers at a VIP Iveco Lunch.

The event will see the launch of a Transaid development project in Ghana to which Iveco has made a significant contribution through the donation of three Iveco Daily vans, facilitating the livelihood potential for thousands of women traders operating in the country.

ends

### Note to Editor:

Transaid ([www.transaid.org](http://www.transaid.org)) is an international development agency that aims to improve people's quality of life in the developing world by making transport more available and affordable. It was founded by Save The Children and the Chartered Institute of Logistics and Transport (UK) and works by sharing skills and knowledge with local people to enable them to put in place and manage efficient transport systems. Transaid's core work includes creating transport management systems for the public sector and assisting with the provision of professional driving qualification development and the training of driver trainers. It also assists with teaching preventive vehicle maintenance management and introducing local, low cost transport solutions including its innovative bicycle ambulance. Transaid also helps promote HIV, AIDS and road safety awareness and shares its specialist knowledge with the humanitarian aid sector. Transaid enjoys strong backing from the transport and logistics industry and the active involvement of its patron, HRH The Princess Royal.

### For further press information:

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