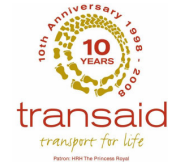


PRESS RELEASE



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HRH THE PRINCESS ROYAL SUPPORTS INTERNATIONAL DEVELOPMENT CHARITY, TRANSAID, AT THE CV SHOW

HRH The Princess Royal today acknowledged the work of international development charity, Transaid, and key supporter Iveco at the Commercial Vehicle Show 2008, held at the NEC in Birmingham.

In her official capacity as Patron to the charity which is celebrating its 10th year of official operation, Her Royal Highness toured the exhibition and spoke at Iveco's VIP lunch, in front of an audience of more than 400 senior industry figures, including road transport operators representing the length and breadth of the UK.

Her Royal Highness's speech marked the official launch of Transaid's ground breaking female market trader programme in Ghana, which has seen Iveco supply a fleet of three Daily vans for operation by market traders in the Ghanaian capital, Accra.

Pioneered by Transaid, Her Royal Highness personally visited the project in 2005 and spoke to guests at the lunch about the appalling conditions in which the female market traders have to battle against. She explained that the women face exceptional difficulties with reliance on unsuitable and unreliable transport being expensive, time-consuming and unsafe; whilst the risk of theft or assault is an everyday threat.

Stefano Sterpone, Senior Vice President of Sales and Marketing at Iveco, told guests at the lunch: "It means a huge amount to hear from Her Royal Highness and to see how well received the three Daily vans have been in Accra. This initiative by Transaid has enabled these dynamic women to be empowered with the skills to effectively manage their own sustainable fleet of vehicles.

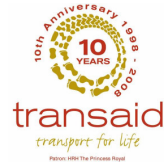
"Delivering the Daily's to Ghana is just one part of this project, and thanks to formal training completed by Transaid last month, these women now know not only how to drive the Iveco vehicles, but how to maintain and cost-effectively implement their own transport management system," he added.

Her Royal Highness and other dignitaries at the lunch, including Theresa Villiers MP, Shadow Secretary of State, Department for Transport viewed video footage shot in early April demonstrating how the arrival of the Iveco Daily's was enabling the market trading women of Accra to facilitate safe, economical and sustainable delivery of goods to thousands of female operators in Ghana.

For further information please contact us at 020 7387 8136 or marketing@transaid.org

ends

PRESS RELEASE



Note to Editor:

Transaid (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.

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