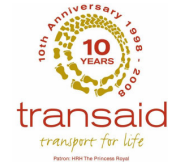


PRESS RELEASE



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IVECO DELIVER THE GOODS FOR FEMALE MARKET TRADERS IN GHANA

Female market trading co-operatives across Accra in Ghana are preparing to take delivery of three brand new Iveco Daily Vans, (seen in the photograph supplied), as part of a new initiative by international development charity, Transaid. The ground breaking programme will enable the trading women of Accra to control and effectively manage their own sustainable fleet of Iveco Daily's, facilitating the livelihood potential for thousands of women traders operating in the country.

Female market traders face exceptionally daunting difficulties every day of their lives. Reliance on unsuitable and unreliable transport is expensive, time-consuming and unsafe, with the risk of theft or assault posing a likely threat. Walking and waiting for transport means a working day can stretch between 4am to 11pm, severely affecting health and well-being, permitting the women no time for family or community life. The lack of any real alternatives leaves a high proportion of women in a helpless situation, with high transport costs transferring onto goods, ultimately passing onto the buyers of basic commodities from these markets.

Thanks to the support and expertise from many of its' corporate members from within the Transport and Logistics industry, Transaid has been developing the programme for past three years and were delighted when supporter, Iveco, offered to donate and ship three specially constructed Iveco Daily Vans. The Iveco Daily's have been specified with heavy duty options involving upgraded suspension and larger batteries to cope with the demanding conditions in Accra and are ideally equipped to meet the needs of the market traders. All of the vans will feature eye catching liveries to create impact when out and about on the road.

Stage two of the project will see the women trained to drive, maintain and cost-effectively implement their own transport management system (TMS) using the Iveco Daily's. The women are keen to use Transaid's transport management system to operate their businesses properly and to fund the purchase of further vehicles. It is hoped that by extending into other parts of the region, thousands of other female market traders will also benefit from this powerful new programme.

Marco Monticelli VP External Relations and Communication of Iveco comments "Iveco is proud to support this outstanding initiative. Empowering and equipping these dynamic women with the skills to effectively manage their own sustainable fleet of transport, means that families and communities across the region will quickly realise a better quality of life. The future for these women now holds a real opportunity for sustained livelihoods and a peace of mind over their security."

"Everyone needs transport to exist. It's clear that transport delivers the essentials for everyday life. Iveco's vital intervention in the Accra Women's Co-operative programme validates how corporations can effectively change the way of life for many of the poorest families across the developing world. Transaid is confident

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this initiative will demonstrate, once again, how transport solutions can dramatically impact the economic and social development of the communities in Africa”, says Chris Saunders, CEO of Transaid.

ends

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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