

# *Coca-Cola Bottling Company*

a COCA-COLA ENTERPRISES company

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**FOR IMMEDIATE RELEASE**

**COCA-COLA BOTTLING COMPANY DEPLOYS CANADA'S LARGEST HYBRID TRUCKS IN VANCOUVER**

**VANCOUVER, May 27, 2008** – Coca-Cola Bottling Company announced today that it will introduce 10 heavy-duty hybrid-electric delivery trucks to its fleet in Vancouver, B.C. The largest hybrid-electric delivery vehicles in North America, the model T370 (GVW 33000) trucks improve fuel consumption by 37 per cent, reduce emissions by 32 per cent and create less noise and emissions when stopped in traffic.

"Today, Coca-Cola Bottling Company is introducing the first heavy-duty hybrid-electric delivery vehicles to the Canadian marketplace," said Kevin Warren, President of Coca-Cola Bottling Company. "The addition of these hybrid-electric trucks to our fleet helps improve our environment, the communities where we operate and our overall business."

"Climate change is one of the most pressing issues we face today," said the Honourable Barry Penner, B.C. Minister of Environment. "Every effort, both big and small, counts as we lessen our footprint in B.C. and on the planet."

Coca-Cola Bottling Company will welcome a total of 22 heavy-duty hybrid delivery vehicles to its operations across Canada. In 2008, Coca-Cola Enterprises (CCE) will add 120 of these vehicles to its fleet, bringing its total to 142 and creating the largest fleet of heavy-duty hybrid-electric distribution vehicles in North America. The trucks are being manufactured by the Kenworth division of Paccar in Sainte-Thérèse, Quebec.

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"We have modified standard hybrid-electric technology to best fit our business of making deliveries directly to our customers, especially those in higher traffic, urban areas," added Mr. Warren. "Coca-Cola Bottling Company will continue to explore ways to expand our corporate responsibility and sustainability efforts across all aspects of our business."

"Vancouver is proud to be home to Canada's largest hybrid delivery vehicles," said Mayor Sam Sullivan. "It is important for both companies and individuals to look at what they can do to help make this city a cleaner, greener place to live."

"We are very pleased to accept the new vehicle's 'first delivery' in our beautiful Stanley Park," said Vancouver Park Board Chair, Korina Houghton. "This green initiative by Coca-Cola Bottling Company is a great step in supporting our efforts to preserve and enhance Vancouver's natural environment."

CCE conducted an intensive, five-year research and design program with its supplier to develop, test and produce the first hybrid-electric delivery truck in North America. A motor/generator, working with the transmission and a 340-volt battery, allows the truck to source electrical power instead of gas when traveling at speeds below 50 km per hour, substantially reducing emissions in slow traffic.

Coca-Cola Bottling Company, a wholly-owned operating division of Coca-Cola Enterprises, operates in all 10 provinces, and employs 5,500 people across Canada, of which 750 are in British Columbia. The company produces, sells and/or distributes a full range of sparkling and still beverages, including, Coca-Cola, Coca-Cola Zero, diet Coke, caffeine-free Coca-Cola, Coca-Cola with Lime, diet Coke with Lime, caffeine-free diet Coke, Black Cherry Vanilla Coke, Sprite, diet Sprite Zero, Five Alive, Fruitopia, Fresca, Barq's root beer, CPlus beverages, Fanta, Nestea iced teas, AriZona iced teas, Orangina, POWERaDE sports drinks, Full Throttle, Rockstar, TAB Energy, glacéau vitaminwater, Evian, DASANI remineralized water, DASANI Essentials, V8 vegetable and fruit juices, and Minute Maid 100% juices.

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