

Press Release

Iveco Czech Republic supports road safety for 6,000 first graders in the Pardubice Region

To mark the start of the school year, Iveco Czech Republic has joined a regional road safety awareness campaign in the Pardubice Region. By contributing to 6,000 first-grade pupils' educational backpacks with reflective accessories and bicycle lights, the company is supporting the children's road safety on their daily journeys to and from school, particularly as daylight hours decrease.

Vénissieux, 19 October 2026

This year, around 6,000 children started first grade in primary schools in the Pardubice Region, Czech Republic. To support this important milestone and promote road safety awareness from an early age, a regional road safety campaign was launched. In addition to textbooks and school supplies, each pupil found a backpack on their desk containing practical, educational materials designed to introduce basic traffic rules and encourage safe behaviour on the journey to and from school.

Helping children stay visible on their daily school journeys

As part of the initiative, Iveco Czech Republic made a practical contribution to improving pupils' visibility. The company provided visibility accessories for the 6,000 backpacks, including a reflective item that can be attached to a schoolbag or backpack, and a small bicycle light.

On the way to school, being clearly visible can make all the difference. By joining this campaign in Pardubice, we are helping to raise awareness of road safety and the importance of visibility, particularly as the days get shorter. It is also a way for us to take action at the heart of our local community and support the people who live there," said David Kříž, Managing Director of Iveco Czech Republic.

This action is particularly relevant as wintertime approaches, when shorter daylight hours can make pedestrians harder to see. Visibility is particularly important for children, who are among the most vulnerable road users. Reflective accessories and bicycle lights can help make them more visible to other road users, both in urban areas and on roads outside built-up areas.

A commitment to road safety and local communities

Through this contribution, Iveco Czech Republic supports road safety awareness and children's protection, reinforcing its commitment to corporate social responsibility and its active support for local communities across the region. This initiative also reflects IVECO BUS's broader commitment to safer, more integrated public mobility, in which complementary transport modes help meet the mobility needs of communities.

IVECO BUS

IVECO BUS is a brand of Iveco Group N.V. (EXM: IVG), a global leader in commercial and specialty vehicles, powertrain, and financial services, listed on the Borsa Italiana in Milan. IVECO BUS designs, manufactures, and markets a wide range of vehicles covering all missions: city, intercity, school transport, line service and tourism.

With a worldwide presence and a leading position in Europe in sustainable public transport, IVECO BUS supports private transport operators and public transport authorities in their energy transition with a technology-neutral approach that includes all energies: biofuel, biomethane, battery electric and fuel cell technologies.

With an extensive service network, IVECO BUS guarantees worldwide assistance wherever an Iveco Bus vehicle is in operation.

*In addition, IVECO BUS's **Energy Mobility Solutions** service and consulting offer provides customized support for the coordination of complex electrification projects.*

*A wide range of **IVECO ON** connected services, developed to optimise the operation and maintenance of all-energy vehicle fleets, completes IVECO BUS's comprehensive offering.*

The company employs over 6,550 people and operates seven manufacturing plants in Europe and Latin America: Annonay and Rorthais in France, Vysoké Myto in the Czech Republic, Brescia and Foggia in Italy, Sete Lagoas in Brazil, and Córdoba in Argentina.

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