IVECO BUS

Press Release

IVECO BUS installs Red Benches in all its European manufacturing plants and commits to combat violence against women

The red bench has become an internationally recognised symbol that helps raise awareness about preventing violence against women, a cause that the manufacturer holds dear and is in line with its commitment to inclusion and diversity. Employees at the three European bus and coach production sites were invited to paint a bench red. The red benches were installed by the entrance to each site to act as a daily reminder of the organisation's support for female victims of violence and people in vulnerable situations.

Vénissieux, 9th February 2023

Between the 2nd and the 8th of February, employees at the two IVECO BUS Bus and Coach manufacturing sites in Annonay (France) and Vysoké Myto (Czech Republic), as well as the HEULIEZ Electromobility Centre of Excellence in Rorthais (France), painted benches red, a visual symbol chosen to represent the blood of female victims of violence and femicide.

Promoting inclusion and diversity, this initiative is fully aligned with the shared commitments of Iveco Group's Bus brands, IVECO BUS and HEULIEZ, to reduce inequality, support diversity, and protect people in vulnerable situations. As part of their shared values – **We do what is right** – each of the three sites is responsible for shining a light on this important cause and taking action that may have a positive impact.

All three factories decided to place their red benches in an area frequented by both employees and site visitors – where they are visible to everyone every day – as a symbolic and powerful reminder of their commitment to this fight. These red benches are part of a series, and more benches will be installed at all Iveco Group sites around the world in the coming weeks.

In addition to this initiative, associations were invited to the three European sites to discuss gender-based and domestic violence, including ways to recognise and combat it. FACE (Foundation to Act against Exclusion), which promotes the integration of people in difficult situations through education, learning, and professional integration, joined colleagues in Annonay, while the Rorthais site welcomed Intermède Nord 79 (an association created in 1996), which provides safe spaces to talk and supports domestic violence suffers. Intervenční centrum Pardubice, Azylový dům Vysoké Mýto, Rosa and ELA all

participated in events in Vysoké Myto. Videos about the prevention of violence against women were broadcast, and information panels and flyers were made available to employees. Social workers and nurses from the sites were also in attendance.

In addition to its support for taking action to raise awareness and fight violence, these initiatives confirm the manufacturer's commitment to working daily to create an inclusive environment in its production sites.

Why a red bench?

This custom originates from a project by the Mexican artist Elina Chauvet. After her sister died from domestic violence, Elina created the "Red Shoes" art project as a call to action to stand up against gender-based violence. She placed hundreds of red shoes on the streets of Ciudad Juarez, each representing the blood of a femicide victim. The message quickly spread internationally, and the colour red became associated with installations, from benches to curtains, to highlight the need to eliminate violence against women.

Photo captions:

1) 2023 -02-02-Annonay
2) 2023-02-06-Rorthais

2023-02-08-Vysoké Myto

IVECO BUS

IVECO BUS is a brand of Iveco Group N.V., a global leader in commercial and specialty vehicles, powertrain, and financial services, listed on the Borsa Italiana in Milan.

A major player in the field of public transport, and among the leading bus and coach manufacturers in Europe, IVECO BUS designs, manufactures and markets a broad range of vehicles that meets all the needs of public and private operators:
- school, intercity and tourism coaches;
- standard and articulated city buses, including BRT dedicated versions; city midibuses
- minibuses for all passenger transport missions.

IVECO BUS benefits from a strong expertise in alternative energies vehicles and is now capable of offering a complete range running on compressed natural gas – fully compatible with biomethane – and in the electromobility field, to suit every kind of transport need. Thus, IVECO BUS positions itself as a reference partner to face the numerous challenges of sustainable mobility.

IVECO BUS employs over 5,000 people across four production units, in Annonay, France, Vysoké Myto, Czech Republic, Brescia, Italy and in Rorthais, France with its electromobility center of excellence.

The extensive IVECO BUS and IVECO service network guarantees assistance around the world wherever an Iveco Bus vehicle is at work.

For further information about IVECO BUS: www.ivecobus.com
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