



NEW YORK STATE SENATOR

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# Coca-Cola Unveils Hybrid Delivery Truck

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## **COCA-COLA REFRESHMENTS USA DEPLOYS HYBRID ELECTRIC DELIVERY TRUCK IN ROCHESTER**

**Rochester, NY (October 27, 2010)**—State and city officials joined employees of Coca-Cola Refreshments USA today to announce the deployment of the first heavy-duty hybrid electric delivery truck in Rochester. Coca-Cola worked with their suppliers to create a diesel-electric hybrid delivery truck that is the largest truck of its type. Coca-Cola will deploy more than 600 diesel-electric hybrid trucks by the end of 2010 -- the largest heavy-duty, diesel-electric hybrid truck fleet in North America. These hybrid trucks are 30% more fuel-efficient than traditional trucks, produce less emissions when idling or stopped in traffic, and reduces overall emissions by one-third. The purchase of the new hybrid-electric delivery trucks was supported by an award through the American Recovery and Reinvestment Act (ARRA) Clean Cities Program. Coca-Cola was selected for funding through a competitive process administered by the New York State Energy Research and Development Authority (NYSERDA).

“We appreciate a brand name, such as Coca-Cola, known around the world, doing their part to improve our environment and reduce their carbon footprint in the community,” said Senator Joseph Robach. “I applaud Coca-Cola for being a great corporate citizen.”

“At Coca-Cola Refreshments, we are working hard to reduce emissions, minimize our impact on the environment, and ensure the sustainability of our future operations,” said John Kelly, Coca-Cola Sales Center Manager in Rochester. “We are excited to begin delivering our products in these vehicles, and look forward to future partnerships with the City of Rochester to further reduce greenhouse gas emissions.” “Other green initiatives to reduce our environmental footprint at each step of our Rochester operations include industrial high bay fluorescent lighting which resulted in a fifty percent decrease in lighting energy usage and the recycling of bottles, cans, plastic and cardboard continues to divert more than 90% waste

from landfills.”

The City of Rochester now has over 340 green-fueled vehicles, including hybrids, CNGs, electric and E-85 Flex-fuel vehicles, in its fleet. “By utilizing these alternative fuel vehicles, Coca Cola Refreshments is showing its commitment to reducing fossil fuel consumption and creating a more sustainable environment”, said Commissioner Carballada. “Coca Cola’s investment in hybrid vehicles is not so much a business-based decision, but a humanity-based decision, which ultimately benefits us all. We are here to tell you that there is a connection between “green” vehicles and cleaner communities. We are proud to have Coca Cola Refreshments as partners in setting the standard for clean energy.”

“All across New York State, federal stimulus funds are supporting innovative energy initiatives like this one that are helping to bolster our economy and improve our environment,” said Francis J. Murray Jr., President and CEO of NYSERDA. “I commend Mayor Duffy and the leaders of Coca-Cola and the City of Rochester for their commitment to improve environmental sustainability and air quality in the Rochester region.”

Coca-Cola Refreshments is committed to improving overall business performance while meeting the expectations of employees, customers, and communities. Our goal is to grow the business by reducing carbon emissions through the use of hybrid trucks. The Company’s Live Positively commitment is about making a difference in the world by redesigning the way we work and live so sustainability is part of everything we do.

## **About Coca-Cola**

The Coca-Cola Company (NYSE: KO) is the world’s largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Together with Coca-Cola, recognized as the world’s most valuable brand, the Company’s portfolio includes 14 billion dollar brands, including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply and Georgia Coffee. Globally, we are the No. 1 provider of sparkling beverages, juices and juice drinks and ready-to-drink teas and coffees. Through the world’s largest beverage distribution system,

consumers in more than 200 countries enjoy the Company's beverages at a rate of 1.6 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that protect the environment, conserve resources and enhance the economic development of the communities where we operate. For more information about our Company, please visit our website at [www.thecoca-colacompany.com](http://www.thecoca-colacompany.com)

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