



VODAFONE AND ACI TAKE UP THE CHALLENGE ON APRIL 7 WORLD ROAD SAFETY DAY

VODAFONE'S SOCIAL CAMPAIGN CONTINUES:
"LET'S LOOK AT THE WORLD THROUGH THE EYES OF TOMORROW"

LUCCHESI (ACI): VODAFONE'S MESSAGE IS SIMPLE AND EFFECTIVE

**ROSSETTO(VODAFONE): WE NEED TO LOOK THROUGH THE EYES OF
FUTURE GENERATIONS TO REFLECT ON OUR BEHAVIOURS**

Rome, April 6, 2004 - Vodafone Italia is partnering ACI (Automobile Club d'Italia) in its "April 7. I'll have a go" initiative.

Vodafone Italia and ACI have responded to the appeal from the WHO (World Health Organisation), which has called for next April 7 to be *World Road Safety Day*, by supporting and launching an awareness campaign to be publicised in Italy's leading daily newspapers from March 30.

The Company also hopes to heighten awareness among its customers who, from March 31 until April 6, will be contacted by SMS and asked to take part in the initiative by being a "responsible driver".

Mobile Phones and Driving is one of the themes dealt with as part of the Vodafone Group's commitment to Responsible Marketing at both international and local level. The various countries in which the Group operates have different *road safety* regulations, but Vodafone runs communication campaigns encouraging customers everywhere to keep to the rules of the road.

"Particular thanks are due to Vodafone," declared Franco Lucchesi, Chairman of ACI, *"for the quality of its commitment and the simplicity and effectiveness of a message that, based on a child's clear and unfettered view of the world, brings the appeal to life and invites all "grown-ups" to think carefully about the way they behave on the road "*.

"The principle behind Vodafone Italia's social initiatives," commented Luca Rossetto, General Manager of Vodafone Italia, *"is based on our commitment in the present to pass on a better society to the generations to come. Once again we need to look through the eyes of future generations with their same sense of passion,"* he added, *"in order to reflect on our behaviour behind the wheel"*.

In common with its previous campaign to collect used mobile phone batteries and accessories, Vodafone Italia has involved children in its *World Road safety Day* initiative: the drawing used in the campaign was created by the children at the "Longhena" Primary School in Bologna, which has organised road safety education courses since 1999.