

WWW.E-MOBILITYITALY.IT: THE FASTEST ROUTE TO ELECTRIC CARS

Rome, November 21th, 2009 – The era of electric mobility starts on **www.e-mobilityitaly.it**.

A campaign will officially get underway on this dedicated website on Tuesday November 24th to select the first 100 Italian drivers, making up a significant cross-section of lifestyles and 'recharging' habits, who will drive electric vehicles as of next year thanks to the e-mobility Italy project organised by smart and Enel.

The website will contain all the details of the offer and explain how to take part in the project, paying particular attention to the electric smart drive's package and the accessibility of Enel's intelligent recharging infrastructure. This is based on the innovative system of remote network management and is the only one of its kind in the world, with the electricity company having installed 32 million meters in the homes of its customers in Italy.

This marks the start of e-mobility Italy which, launched by smart and Enel last December, represents the world's largest electric mobility project. The initiative, an unprecedented integrated approach to electric mobility, will foster the spread and efficient use of electric vehicles boasting cutting-edge recharging technology, thanks to the development of infrastructures specifically tailored for customers, providing intelligent, safe services.

With e-mobility Italy, Daimler will supply over 100 electric vehicles to customers in Rome, Pisa – headquarters of Enel's Research Centre – and Milan. Enel will be responsible for the development, implementation and operation of the infrastructure, with over 400 dedicated recharging points, as well as the central control system.

The vehicles used in the e-mobility Italy project will be electric drive smart fortwos, with 30 kW (41 hp) 'zero emission' electric motors, equipped with an innovative 17kWh lithium-ion battery by Tesla Motors inc., guaranteeing a range of at least 135 km. The maximum speed, adapted for town use and driving on fast roads, is 100 km/h.

As part of the e-mobility Italy project, the smart electric drive cars will be available for an extraordinary monthly fee of 400 euros (+VAT) for 48 months. The fee covers the car rental, including ordinary maintenance and warranty for the entire period.

The great advantages to customers also apply to electrical recharging: in fact, Enel guarantees everyone will be able to recharge the car to suit their own various different lifestyles and requirements. The electricity and gas company will install a handy smart box for connecting and charging the car, either in drivers' private garages or in the parking area of their place of work, while other recharging points will be located in areas which are easy to reach within the project's three cities.

Additionally, for only 25 euros a month, inclusive of VAT and tax, drivers will be able to "fill up" with an unlimited amount of "clean" electricity at all of Enel's recharging

MEDIA RELATIONS

Ph. +39 83055699 - Fax +39 06 83053771
e-mail: ufficiostampa@enel.it

www.enel.it

MEDIA RELATIONS

Mercedes-Benz Italia
Tel. +39 331 6742881
Fax +39 06 41443259

media.mercedes-benz.it

facilities both at home as well as in public places, - precisely half of what they would spend on fuel, based on driving an average of 10,000 km per year. This promotional flat rate includes all costs for installing and connecting the smart box in drivers' garages or at their place of work and the energy supplied will be certified by the RECS, an international certificate system which was established to finance the development of renewable energy resources such as water, sun, wind and geothermal power.

But that's not all: a dedicated team of experts from Daimler and Enel will be on hand for any advice or questions drivers may have throughout the entire duration of the e-mobility Italy project.

