



## PRESS RELEASE

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### ENEL X ACCELERATES THE SPREAD OF MICRO-MOBILITY IN ITALY WITH BIRD

- *Through the renewal of the partnership between the two companies, Enel X customers will be able to rent Bird electric scooters directly from the JuicePass app*

**Rome, June 26<sup>th</sup>, 2020** – Micro-mobility is proving to be a valid alternative to traditional transport for fast and sustainable travel. Enel X and Bird have consolidated their cooperation by adding to Enel X's *JuicePass* app a section dedicated to the rental service of over 5,000 Bird electric scooters in different Italian cities, such as Turin, Rome, Milan, Verona, Rimini, and Pesaro. The aim of this cooperation is to offer customers the option of a fully integrated mobility experience.

*"Our partnership with Bird allows us to offer JuicePass users a unique travel experience within cities and a valid alternative to traditional means of transport, thanks to which traffic flows in our cities can also be eased,"* said **Alberto Piglia**, Head of e-Mobility at Enel X. *"By contributing to the spread of micro-mobility, we are including an additional element within Enel X's strategy, which aims to continuously spread sustainable mobility globally."*

*"Our goal is to provide a last-mile solution that, when combined with EVs and public transport, makes cities more livable and safer for everyone."* said **Cristina Donofrio**, General Manager, Italy at Bird *"Collaboration with Enel X will help people move more easily through Bird scooters"*

Enel X *JuicePass* users will be redirected to the Bird app to book and use the scooters once the nearest ones have been identified on the map. EV drivers will now be able to park and refuel at the charging points accessible through *JuicePass*, and continue their journeys on Bird scooters, relieving city traffic and protecting the environment.

At the end of the journey, the scooter must be parked in a safe place that does not interfere with pedestrians and vehicles. There is an initial charge for unlocking the vehicle and a fee per minute. The solution developed by Enel X and Bird is the latest step in the collaboration between the two companies that was announced last year at the Formula E *E-Prix* event in Rome.