



## PRESS RELEASE

### NISSAN AND ENEL PRESENT E-ASY ELECTRIC, THE NEW INTEGRATED SOLUTION FOR EFFORTLESS E-MOBILITY

- *Nissan, Enel Energia and Enel X are offering all customers who buy a new 100% electric LEAF the opportunity to take advantage of economic benefits for e-vehicle charging as well as for domestic and business supply*

**Rome, January 14<sup>th</sup>, 2021** - With E-ASY ELECTRIC, the integrated solution designed by Nissan, Enel Energia and Enel X, all customers who choose the new 100% electric Nissan LEAF will be offered up to 10,000 km\* of free e-mobility. By signing up to the E-ASY ELECTRIC initiative, customers who buy the new LEAF will immediately receive a voucher for 480 kWh, or up to 2,800 km\*, to charge their vehicle free of charge at over 12,000 Enel X charge points located across Italy via the Enel X JuicePass app.

The coupon is redeemable immediately and valid for two years from the moment of activation. Moreover, customers will also receive a second bonus of up to 240 euros, the equivalent of up to 7,200 km\* of free e-mobility, on their utility bill thanks to Enel Energia's SPECIALE LUCE 240 offer.

*"E-mobility is an unmissable opportunity that is now within everyone's grasp," said **Nicola Lanzetta**, Head of Italy Market at Enel. "It can pave the way to numerous benefits, including the supply of energy for domestic, retail and office use. We are very excited to be launching this partnership with Nissan and Enel X as it presents yet another opportunity to simplify the customer experience while offering great savings."*

*"We are very pleased with this collaboration with Enel Energia and Nissan, which has led to the creation of E-ASY ELECTRIC, an innovative initiative that combines e-mobility and energy supply solutions," said **Augusto Raggi**, Head of Enel X Italy. "We are working closely with leading businesses in Italy to provide e-vehicle owners with easy and accessible charging services accessed through the JuicePass app, and today's agreement is a clear example of our commitment to this endeavour."*

**Marco Toro**, Chairman and CEO of Nissan Italy, said: *"Nissan is the only car manufacturer to offer a 48-hour test-drive for 100% electric vehicles and today's launch of this integrated initiative marks yet another step towards greater environmental sustainability, confirming our pledge to introduce more and more of our customers to e-mobility with a series of benefits that unite the Nissan LEAF, charging and energy in one neat package."*

Nissan is the only brand on the market that has extended test drives throughout its sales network to 48 hours, in which it is possible to try the Nissan LEAF in everyday life to experience the pleasure of electric driving: free access to the restricted traffic areas of Italian cities, make free use of the parking spots with blue stripes and recharge the batteries with home recharging and at public columns. Equipped with driver assistance technology, Nissan LEAF features Intelligent Cruise Control that keeps the car at the right distance from the vehicle in front of it and the e-Pedal that allows you to accelerate and brake with a single pedal, while recovering electricity. Parking can be done autonomously.



Customers who sign up to the E-ASY ELECTRIC initiative will also be offered favorable rates on Enel X's new JuiceBox and can increase their utility bill bonus up to 360 euros by choosing the SPECIALE LUCE 360 tariff. The new domestic charging infrastructure, which is 100% designed and developed in Italy, is made in recycled plastic, with due regard for the environment and the principles of circular economy, and can be managed remotely using the Enel X JuicePass app. This initiative uses the JuiceBox Pro Cellular, equipped with WiFi, Bluetooth and LTE connectivity to guarantee connection any time, anywhere. Available for purchase on the Enel X Store website, the wireless version features an output of 3.7 or 7.4 kW.

*\*The equivalent figure in kilometers applies to an Electric Nissan LEAF 40 kWh MY19 (type approval cycle WLTP) with an average consumption of 17.1 kWh/100 km and a domestic energy price of 0.19 euros/kWh (including excise duties, tax and VAT) without purchase of the JuiceBox (the complete program is available at the following link: <https://www.nissan.it/veicoli/veicoli-nuovi/leaf/offerte/e-asy-electric.html>).*

**Enel Energia** is the Enel Group company that operates in the free energy market, with over 12 million residential and business customers. Its offer is wide and flexible, with a vast range of electricity and gas offers designed to meet all the consumption needs of families, companies, professionals, apartment buildings and the public administration.

**Enel X** is Enel's global business line dedicated to the development of innovative products and digital solutions in the sectors where energy is showing the highest potential for transformation: cities, homes, industry, and electric mobility. The company is a global leader in the advanced energy solution sector, managing services such as demand response for more than 6 GW of total capacity at a worldwide level and 116 MW of storage capacity installed worldwide, as well as a leading player in the electric mobility sector, with around 170,000 public and private EV charging points made available around the globe. Since its creation, innovation and sustainability have been at the center of Enel X's strategy, with the circular economy - the perfect combination of these two elements - applied to many Enel X products and services.

#### **Nissan in Europe**

In Europe, Nissan has one of the most extensive networks of any non-EU manufacturer with a workforce of over 16,000 people employed locally in the fields of design, research and development, production, logistics, sales and marketing. In 2019 Nissan's factories in the United Kingdom, Spain and Russia produced more than 465,000 vehicles, including the award-winning crossovers, commercial vehicles and the Nissan LEAF. Setting itself the target of zero emissions and zero road traffic fatalities, Nissan is a market leader with its vision of "Intelligent Mobility". Designed to guide the evolution of Nissan's products and technologies, this 360° approach to the future of mobility will set the course for critical decisions about the vehicles' engines, driving styles, and how to integrate these new technologies into society.

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