

## PRESS RELEASE

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# ZITY BY MOBILIZE CONTINUES ITS EXPANSION PLANS AND ANNOUNCES ITS ARRIVAL IN MILANO DURING MAY



- **This is the second business expansion so far this year and Italy is the third country in which the 100% electric free-floating<sup>1</sup> carsharing service Zity by Mobilize is present.**
- **A fleet of 450 Dacia Spring vehicles will be deployed in Milano.**

Zity by Mobilize continues with its expansion plans and announces that it will start providing its service during the month of May in the city of Milano.

This is the fourth city where the company operates, after Madrid (2017), Paris (2020) and the recent launch of Lyon in March of this year.

Currently, Zity has over 560,000 registered users and a 100% electric fleet, totalling 1425 units. The landing in the Italian city will be made with 450 Dacia Spring.

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<sup>1</sup> Cars can be parked for free, anywhere within a defined area.

This model is a 100% electric and four-seater car with a compact, simple, and robust design. Its range of 305km WLTP in urban environments, its small turn angle and its connectivity (Apple Car Play & Android Auto) makes it the perfect car to suit the daily needs of shared mobility users in the city.

### **Milano, a city at the forefront of shared mobility**

Currently, more than 340,000 Milanese declare themselves to be active users of shared mobility. The policies implemented by the *Comune di Milano* have favoured the emergence of proposals that work on an intermodal transport model.

Recently, Zity commissioned an independent research on shared mobility in Milano from which it is worth noting that 79% of respondents are concerned about the environment, 92% consider themselves up to date with the latest technological developments, fashion and trends. Milano is one of the cities where there is a smaller gender gap in the carsharing sector, with 49% women and 51% men, while in other cities where the company is present there is lower female presence.

The average age range of carsharing users in Milano is 36 to 45 years old, and 62% of them use a car daily for their commuting. Other factors such as demographics and purchasing power make Milano the ideal city for Zity's free floating carsharing model.

It seems that the environmental awareness, the interest in technology and avant-garde of the Milanese people will be reflected in their interest in Zity, a company that has avoided more than 60 tons of CO<sub>2</sub> into the atmosphere since it started and is committed to using only energy from renewable sources to recharge its fleet in all cities where it is possible.

In addition, Zity develops pioneering projects in technological innovation and safety. In this sense, the Milano's fleet will be included in Zity's on-board Safety Program, which mounts telematics devices that monitor driving in real time and warn of misuses. This Safety Pilot, which started in 2020, has managed to reduce the accident rate in Madrid's fleet by 36%.

*“Zity is not only investing on the mobility of the future, but on the winning one, the one that reduces environmental impact, and which is aligned with the highest European public policy standards, this includes the city of Milano. Zity has also selected it as its first Italian city to be launched because of its potential and attractiveness, when it comes to: business, industry, tourism, startup friendly ecosystem and many more,”* explains **Javier Mateos, CEO of Zity**.

The arrival of the company to Milano will generate 50 employments directly linked to its operations during 2022, and at least 20% of work hours will be allocated to people who are currently unemployed or with disadvantaged profile, which will benefit many people in the region

## Launch Promotion

To promote awareness of the service, Zity is launching an eye-catching promotion whereby, from now until the day before the launch of the service, everyone who completes their registration in the city of Milano will receive 50€ of Zity credit\*.

The prices per minute of driving and Stand By, Zity's super reduced rate that allows to keep the rental while making the necessary stops, as well as the service area, will be publicly announced on the launch day\*\*.

*\*Limited to the first 5,000 registrations.*

*\*\*The official date of the launch will be announced in the coming weeks, after receiving the final authorization of Comune di Milano*

### **About Zity by Mobilize**

Zity is the shared mobility company of Ferrovial and Mobilize. Present in Madrid, Paris, and Lyon, it has over 550,000 users with a 100% electric fleet of 1,425 vehicles. Safety, sustainability, and technological innovation are the cornerstones of the project, which allows users to book, open and start or end their rental from a mobile app. Users can park their vehicle both inside and outside the service area thanks to the super discounted Stand By rate. The rental can be terminated at any location and at any time within the Zity zone. More information on: <https://zity.eco/fr/> ; <https://www.linkedin.com/company/zity-france/>

### **About Mobilize**

Mobilize is the fourth brand of Renault Group. Mobilize proposes flexible solutions around mobility, energy and data to meet the evolving expectations of consumers, businesses, cities and regions. Built around open ecosystems, Mobilize encourages a sustainable energy transition, in line with Renault Group's target to reach carbon neutrality and its ambition to develop value from the circular economy. For more information, visit [mobilize.com](https://mobilize.com) or follow Mobilize on sur Twitter, Instagram and LinkedIn.