



ENI LAUNCHES ITS CAR SHARING SERVICE “ENJOY” IN ROME

OVER 80,000 MEMBERS IN MILAN IN JUST 5 MONTHS

Rome, 4 June 2014 – Enjoy, the car sharing service that Eni developed in partnership with Fiat and Trenitalia, has arrived in Rome and will start operating tomorrow with a fleet of over 300 Fiat 500 cars which will soon increase to 600. Enjoy has already conquered Milan, with more than 80,000 registered customers and 500,000 rentals in the first five months. The scheme stands to revolutionize the mobility of Rome’s residents and features free online membership, competitive rates and a simpler and more efficient customer experience.

Salvatore Sardo, Eni’s Chief Downstream & Industrial Operations Officer, unveiled the Enjoy car sharing service to the Capital today in Termini Station, at the Slargo Presidenziale, with the CEO of Trenitalia, **Vincenzo Soprano**, the Head of Fiat Brand - Emea Region, **Gianluca Italia**, and the Councillor for Mobility and Transport, **Guido Improta**.

The car sharing service offered in Rome is the same as the one already implemented in Milan: you can view the nearest car and book it with the App (Android, iOS and soon also for Windows Phone) or via the website enjoy.eni.com. You can also choose a car from the street, book it and use it immediately. The cars include free access to limited traffic zones in the city and after the use can be released in any parking space in the area covered by the service (for Rome it’s about 100 sq km). As an additional asset there are also clearly marked Enjoy free parking spaces in the operative area of the service. All the Fiat 500 of the Enjoy carpark are euro 6 homologated, have parking sensors and are fully equipped to comfortably transport up to four people.

Enjoy is an efficient, innovative and sustainable mobility service that will give new energy to Rome thanks to the most competitive prices on the market: 25 cents per minute (for the first 50 km, after which the cost is also 25 cents per additional km) or 10 cents per minute if the customer wishes to keep the car in rental during a stop. The rate is all inclusive, as it includes the cost of insurance, maintenance, fuel and parking.

Enjoy is an advanced and all Italian car sharing service, thanks to commercial partnerships with major domestic players: Fiat, which provides the largest fleet of cars destined for a car sharing service in Italy, and Trenitalia, the main partner of the Enjoy service.

Company Contacts:

Press Office: Tel. +39 02.52031875 – +39 06.59822030

Freephone for shareholders (from Italy): 800940924

Freephone for shareholders (from abroad): +39 80011223456

Switchboard: +39 06.59821

ufficio.stampa@eni.com

segreteria.societaria.azionisti@eni.com

investor.relations@eni.com

Web site: www.eni.com

