



## **"ENJOY" ENI CAR SHARING ARRIVES IN TURIN**

***Two social developments: Twitter and Facebook profiles for active users***

*Turin, 21 April 2015* – Enjoy, a car sharing initiative created by Eni in partnership with Fiat and Trenitalia, is ready to conquer Turin. The presentation took place today in the Town Hall in Piazza Palazzo di Città, in the presence of the Mayor of Turin, **Piero Fassino**, and representatives from Eni, Fiat and Trenitalia. The red Fiat 500s are set to arrive in the Piedmont capital with a full fleet numbering 400 vehicles. After success in Milan, Rome and Florence, with more than **270,000 registrations and 2.8 million rentals**, the transport system in Turin is about to change as well.

Enjoy uses tried and tested methods and features: free registration online, competitive prices and a simple and direct customer experience. You can view the closest vehicle and book it with your smartphone application (Android, iOS and Windows Phone) or through the website [enjoy.eni.com](http://enjoy.eni.com). You can even choose a vehicle while you're out and about and start your rental straight away. This efficient, innovative and sustainable service will add new energy to the mobility of Turin thanks to the most competitive prices on the market: **25 cents a minute on the move** (for the first 50km, after which the cost is 25 cents a kilometre) and **10 cents a minute while the hired vehicle is parked**. The rate is all-inclusive, as it includes the cost of insurance, maintenance, fuel and parking.

In Turin, the cars have unlimited access and transit in the ZTL Centrale and ZTL Romana traffic restricted areas, whilst they are not permitted in the ZTL public transport, ZTL Valentino and ZTL pedestrian areas. After use, they can be left – even in parking mode - in any car park authorised by the traffic laws, including paid spaces indicated by blue lines within the area covered by the service. The coverage area for Turin will be around **50 km<sup>2</sup>** in the initial phase.

All the Fiat 500s in the Turin fleet will be Euro 6 Regulation approved and equipped to transport up to four people in complete comfort.

For Turin residents who register up to 30 April 2015, Enjoy and Fiat offer the exclusive "**Welcome Turin**" promotion: **15 euro of free rental** to encourage a trial run!

The partners, **Trenitalia and Vodafone**, whose brand names will be featured on the entire fleet, will offer their clients who register with Enjoy welcome vouchers of **15 euros and 10 euros** respectively.

For assistance, to find out about new services and partnerships, and to share photos, suggestions and experiences in real time, Enjoy has recently opened its own Facebook to accompany the Twitter **@enjoy** profile that was launched in March.

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