

Barcelona, 17 April 2012

Green eMotion runs its first Test Drive at the F1 Circuit in Barcelona

For the first time Green eMotion, the European e-mobility initiative, sponsored a test drive experience at the F1 Circuit of Catalunya. The event took place last April 17th in Barcelona where more than 150 representatives of private operators- hotel, private parkings, and gas station guilds, had the opportunity to test electric vehicles.

The test drive was part of a workshop where municipal representatives, electric car dealerships and recharging infrastructure manufacturers, were able to inform the assistants about the current situation of e-mobility and the different recharging infrastructure technologies available in the market nowadays. The objective was to show the important role that hotels, private parking and gas stations have in the successful rollout of electromobility.

Green eMotion partners Endesa, Enel, Ajuntament de Barcelona, Nissan and Renault participated in the event, speaking at the round tables and providing with electric vehicles for the test drives. At the EV roundtable, Santiago Cascante from Endesa, Barcelona demo region coordinator, gave the assistants the global vision of e-mobility rollout as seen in the Green eMotion project, explaining the advantages of an interoperable system that could allow a EV user to charge wherever in Europe without any problems. Finally, he encouraged the guilds to participate in the deployment of the electric vehicle by investing in safe and reliable infrastructure.

After concluding the roundtables, the assistants were able to test drive around the Catalanian F1 racetrack different EV models such as then Nissan Leaf, Renault Kangoo, Fluence and Twitzy, Peugeot Ion, among other e-motorbike and e-bike brands. The event ended with a positive review from both the organizers and the assistants, and proved an effective way to involve the different stakeholders into e-mobility rollout.