

## NOTA DE PRENSA

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## FIRST TOUR OF SPAIN IN ELECTRIC VEHICLES

- *From 24 May to 1 June, an electric vehicle driven by Endesa employees will cover approximately 2,000 kilometres and 19 provinces over 14 stages, with the stage finish to be held in various Spanish cities.*
- *Six important manufacturers that already collaborate with the company's employee Electric Mobility Plan, will provide their vehicles for the tour: BMW, Nissan, Kia, Renault, Smart and Volkswagen will join Endesa on this adventure.*
- *The tour will have a website, [vueltavehiculoelectrico.endesa.com](http://vueltavehiculoelectrico.endesa.com), which will be available from 22 May and will provide full updated information every day.*
- *With this initiative, Endesa wants to continue to promote electric mobility as the driving force behind the transformation to a new zero-emission energy model and to inform society of all its advantages with the help of the company's own employees.*

**Madrid, 22 May, 2017** - The countdown has begun. In two days' time, on May 24, Endesa will kick off the [1st Edition of the Tour of Spain in electric vehicles](#), organised with the collaboration of six important vehicle manufacturers and which aims to become the leading electric mobility celebration in Spain and the most important event of the year for those interested in electric mobility, the believers and the sceptics too and, above all, in the great Spanish meeting for those who are committed to eliminating emissions from our roads with kilowatts and sustainable driving. Endesa has chosen the best ambassadors for this First Tour of Spain in electric vehicles: its employees.

From 24 May to 11 June, Endesa's employees will cover around 2,000 kilometres, travelling through 19 Spanish provinces in mainland Spain and on the islands. But they will not be alone. The Tour's official car will carry a very special co-pilot for each stage, to help promote sustainable mobility in a friendly and fun manner with a touch of humour.

Endesa has the support of six important manufacturers, who will join this adventure and provide their electric models for the employees throughout the tour: BMW, Nissan, Kia, Renault, Smart and Volkswagen. All of them are incorporating more efficient and environment-friendly vehicles into their range of products.

The cars will have cameras installed inside, which will capture the drivers' sensations and their interaction with the guest and these experiences will be converted into a series of videos after each stage, which will



be broadcast on the official website and on social media.

A party will also be held at the end of each stage in the most emblematic destination cities and accessible to the general public, so everyone can learn more about sustainable mobility. There will be events with activities for all ages, including performances by the monologists and people will be able to try the electric vehicles, along with plenty of other surprises.

The last stage of the Tour will be held on Sunday **11 June**, on the Paseo del Prado in Madrid, which will be a very special and fun day. The Madrid City Council will close this central area to traffic on Sundays to make the capital a more sustainable city, with more pedestrian areas and cultural activities to enjoy. This is where the end of the tour party will be held, with all the vehicle brands present for everyone to enjoy, as the finishing touch to the first edition of this initiative.

The tour will have a website, [vueltaenvehiculoelctrico.endesa.com](http://vueltaenvehiculoelctrico.endesa.com), which will be available from 22 May and will provide full updated information every day. It will show employee selection videos, a programme of all the events, stage schedules, interactive maps with information about the kilometres covered, emissions saved, etc.