THE SECOND EDITION OF THE TOUR OF SPAIN IN AN ELECTRIC VEHICLE

- From 18 October to 11 November, during 10 stages, an electric vehicle will tour more than 1,000 kilometres and 16 provinces, with each stage ending in a different Spanish city.

- One of this year's great surprises is the hosts: Pepe Rodríguez (@Pepe_elBohio) and Samantha Vallejo-Nágera (@SamySpain), jurors of the MasterChef competition, who will join Endesa employees and drive around Spain in electric cars.

- In this second edition, KIA Motors will partner with Endesa throughout the entire tour, one of the brands of reference in sustainable mobility, which expects to have a fleet of 16 models in the ecological product range by 2025.

- A daily report of the tour will be on Endesa's website, as well as the company's social media with the hashtag #eVuelta, daily summaries, photos, videos and reports about electric mobility from different points of view.

- With this initiative, Endesa wants to continue promoting electric mobility in society as an engine of the change toward a new zero-emissions energy model, a key tool in the fight against climate change.

Madrid, 18 October 2018 – The 2nd Edition of the Tour of Spain in an Electric Vehicle began today, organised by Endesa in collaboration with the South Korean manufacturer KIA Motors, with the objective of bringing electric mobility to Spanish society.

The tour was inaugurated in a symbolic place for Endesa —As Pontes. This town has witnessed one of Spain’s greatest environmental restoration projects: converting the former dump of the mine into one of the largest artificial lakes in Europe. Joined by the city’s mayor, Valentín González Formoso, the sustainable journey toward Santiago de Compostela began from there.

Ahead of them, they have another 10 stages from 18 October to 11 November, touring more than 1,000 kilometres of our country and passing through 16 Spanish provinces, in both the peninsula and the islands. And with exceptional ambassadors: The prestigious gastronomy professionals, Pepe Rodríguez (@Pepe_elBohio) and Samantha Vallejo Nágera (@SamySpain), jurors of the MasterChef competition,
will travel around our country in the eco models of the South Korean manufacturer, KIA Soul (100% electric) and its new plug-in model of the Niro range, and will soon have its 100% electric version on the market.

Along with Pepe and Samantha, as drivers, will be several Endesa employees registered in the company’s Electric Mobility Plan, which this year is in its fourth edition. More than 6% of Endesa’s staff uses an electric car and this figure is expected to increase before the year is over.

The Series

Samantha Vallejo-Nágera is a nature lover, very concerned with caring for the environment. A new challenge has been proposed: to look for where the best ecological and sustainable cooking products are located. However, because the geography is so vast, she asked for help from her good friend, Pepe Rodríguez, someone who also defends natural products...and who also has a privileged palate. To convince him, she promised him that in each city, there will be “one of his friends” waiting for him, who will take him to spectacular sites.

On this electric tour you will visit cities like Burgos, Logroñó, Huesca, Seville, Mallorca and Barcelona, among others. We can witness all of the stages. The cars used for the tour have cameras installed throughout the passenger compartment so that after each stage, short videos will be available on the tour’s official website as a summary (www.vueltaenvehiculoelectric.endesa.com). There, you can also find detailed information on each stage, an interactive map with information about the kilometres travelled, emissions saved, etc.

Once the tour has ended, a series will be broadcast that has been recorded throughout the tour, and with which we can find out much more about all of the main characters. The series will have 9 episodes and we will be able to enjoy it once the 2nd Tour of Spain in an Electric Vehicle has ended. In fact, the début of the first episode will be broadcast at the initiative’s closing event, which will take place again at the centrally located Paseo del Prado in Madrid on 11 June.

The Town Hall of Madrid has joined the initiative again. The Town Hall is normally closed to traffic on Sundays in this central area in order to make the city a more sustainable place, with larger spaces for pedestrians and cultural activities. This final party will be celebrated there to enjoy with all citizens who want to pass by, with shows and the chance to test the ECO models from KIA Motors.

More new features: Find the #eVuelta car!

And as the ultimate objective of the tour is to spread electric mobility as much as possible, this edition includes a citizen participation game. During the #eVuelta days, and through @Endesa on Twitter and Endesa Spain on Facebook, we will release different clues to find where the electric vehicle is located at the end of each stage: Win a prize by being the first to find it!

You just need a Twitter or Facebook account. Through riddles, photos with symbolic monuments and fun videos, anybody can try to figure out where our car is parked at the end of each stage.
The first to find the car and post a photo along with it with the hashtag #eVuelta will be the winner. The prize is a high-powered electric scooter for urban transportation.

You just need to follow @Endesa on Twitter and Endesa Spain on Facebook to get more information about the legal bases, to find out all the hints and participate in the challenge.

**KIA Is Also Committed to Sustainability**

Kia has as an objective an ambitious plan to reduce consumption and emissions from its vehicles in the coming years.

For many years, the brand has been committed to environmentally responsible systems, and is one of the few firms in the car market with 100% electric options, hybrid and plug-in hybrid in its product range.

Kia will not stop and the eco-product range will continue growing in the coming months with new vehicle launches, like the e-Niro, the electric version of the model and that has an autonomy of up to 485km.