

The electric Car Sharing arrives in Florence

Share'ngo Equocars arrive in Florence: an electric car sharing service free flow and 'profile price'. Rates are indeed personalized, depending on individual mobility needs, reward merit and choices of sharing with discounts up to 50%. Not only. The Equocars can circulate even in pedestrian B zones closed to normal traffic. The idea was born from an Italian project with eight years of development and from CS Group, a company in Livorno headed by Alfredo Bacci and administered by Emiliano Niccolai, created to manage in Europe,



under the brand SHARE 'NGO, a car sharing service and long, medium and short term rental based on electric vehicles produced by Xindayang Corporation, Geely Motorco group, which owns also Volvo. CS GROUP absorbed mechanical, electronic and energy skills that have contributed to the development of the project ZD (The clever seed) and have brought to the birth of Equocars.

The new electric free flow car sharing (free floating means free parking and free pick-up of the car) has among its strengths a high-performance electric car, with comfort and ease of driving, that the Florentines will find in the street ready for use, without having to worry about recharging and which will be managed directly by the logistics of Share'ngo.

"It is not only a new car sharing service - emphasizes Emiliano Niccolai, CEO of CS Group - but the first brick to revolutionize the European system of mobility and urban navigation, creating an offer that is in sharing and rental or in ownership finally sustainable and zero impact, low cost and accessible to all, which makes the possession and the use of a personal car unnecessary, inefficient, expensive and even less fun for a large sections of urban population".



The new system of urban electric shared mobility, promoted by a Municipality of Florence call for tender in the frame of the European project Ele.C.Tra (Electric City Transport), has the aim to strengthen and encourage sustainable mobility services, reducing negative impacts of traffic on the city and encouraging a more limited use of private vehicles, in line with what is going on in all major European capitals.

The registration service SHARE 'NGO is available on www.equomobili.it or

www.sharengo.it where e-drivers will get a calculation of a personal fee valid for one year. The cost of registration and of the first 100 minutes to be used by 31 December 2015 is only 10 €. SHARE'NGO e-vehicles circulating in Florence will be 100 from 15 October and 200 by year-end.



The growth of users of the new electric car sharing will be favoured by an initiative that will be launched in November:

ELE.C.TRA project and Share'ngo will offer to all Florentines a test drive at 1 €, with the possibility to confirm their registration to Share'ngo - paying a difference of 9 €.

The initiative will be promoted by ELE.C.TRA as part of the final activities of the project of education for sustainable mobility.

