

## SOFIDEL AND NISSAN TOGETHER TO DEVELOP SUSTAINABLE MOBILITY

- **The first corporate car sharing service through Nissan management platform based on an app named Glide has been activated**
- **4 Nissan LEAF vehicles and 8 electric charging stations in Sofidel plants in Italy to support corporate and private needs**
- **Also included incentives for Sofidel employees to purchase electric cars privately together with a year of free recharging**

**Sofidel and Nissan together for sustainable mobility.** Through an electric mobility agreement signed with Nissan, by means of Lucca Nissan CFL dealer, Sofidel strengthens its commitment to limiting climate-changing emissions, looking to sustainable mobility also for its own fleet of cars.

A step forward towards sustainable mobility that is not just about the purchase of 4 full-electric Nissan LEAF vehicles, but consists in an integrated approach towards sustainability. **Sofidel is the first private business in Italy to adopt a car sharing system based on a Nissan-owned management platform based on an app named Glide**, that allows simple **geolocation** of vehicle and **straightforward identification of their availability**.

Three of the new cars will go to the Soffass Cartiera via Giuseppe Lazzareschi plant in Porcari (Lucca) and one to the Soffass Monfalcone plant, in the province of Gorizia. The Nissan LEAF fleet – equipped with a 30 kW battery and a range up to 250 kilometers\*\* – **will provide employees with zero-emissions work-related transport, as well as favourable conditions (in terms of access) in restricted-traffic areas.**

Moreover, Sofidel has specifically installed **6 dedicated electric charging stations in the Soffass Cartiera via Giuseppe Lazzareschi plant in Porcari and 2 in the Monfalcone plant.** Half of them will be made available for the private cars of the Group employees, for the purpose of **incentivising sustainable mobility to and from the workplace as well.**

To this end, as part of the agreement with Nissan Italia through Nissan CFL dealer, Sofidel employees can also take advantage of **specific incentives for purchasing electric cars** from the same company, together with the possibility of recharging the vehicle in the two plants free of charge for a year.

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Sofidel is a WWF Climate Savers member

*“This is, once again, a way of looking to the future by raising awareness of the use of more environmentally sustainable vehicles, of more effective sharing systems and more in line with the current social demands”,* commented **Luigi Lazzareschi**, CEO of the Sofidel Group.

Sofidel, the tissue production group known for the Regina brand, implemented a **sustainable environmental development strategy** some time ago, within which **limiting climate-changing emissions is one of the three fundamental pillars**.

Sofidel is the first tissue company in the world to sign up to the **WWF Climate Savers** programme, and has committed to limiting direct emissions of CO<sub>2</sub> per tonne of paper produced by 23% by 2020. In 2016, compared to 2009, **Sofidel has already reduced its carbon intensity by 19.1%**.

Through this agreement, the 360° concrete commitment by Nissan to develop a smart mobility that is sustainable, safe and connected continues. In this direction goes the first electric car sharing service developed by Nissan on a dedicated platform based on an app, and implemented in a private business – after the public body “Italian Institute of Technology” in Genoa. It is a zero emissions mobility solution shared with Sofidel, that confirms itself as one of the most committed companies in GHG gases reduction.

**Nissan is pioneer and leader in zero emissions mobility**, introducing the first full-electric vehicle for the mass market, Nissan LEAF, that is the most sold globally with over 277,000 units and more than three billions of kilometers run.

Porcari (Lucca), 27 July 2017

**\*\*NEDC (New European Driving Cycle) value**

#### **The Sofidel Group**

The Sofidel Group is one of the leading manufacturer of paper for hygienic and domestic use worldwide. Established in 1966, the Group has subsidiaries in 13 countries – Italy, Spain, the UK, France, Belgium, Germany, Sweden, Poland, Hungary, Greece, Romania, Turkey and the USA - with more than 5,500 employees, a consolidated turnover of 1,842 million Euros (2016) and a production capacity of over one million tonnes per year (1,058,000 tonnes in 2016). “Regina”, its most well-known brand, is present on almost all the reference markets. Other brands include: Softis, Le Trèfle, Sopalin, Nouvelle, Thirst Pockets, KittenSoft, Nalys, Cosynel, Yumy, Soft & Easy, Volare, Onda, Lycke, Forest, Nicky, Papernet. A member of UN Global Compact and the international WWF Climate Savers programme, the Sofidel Group considers sustainability a strategic factor with regards to growth and is committed to promoting socially and environmentally responsible development.

#### **About Nissan Motor Co.**

Nissan is a global full-line vehicle manufacturer that sells more than 60 models under the Nissan, Infiniti and Datsun brands. In fiscal year 2016, the company sold 5.63 million vehicles globally, generating revenue of ¥11.72 trillion. Nissan engineers, manufactures and markets the world's best-selling all-electric vehicle in history, the Nissan LEAF. Nissan's global headquarters in Yokohama, Japan, manages operations in six regions: ASEAN & Oceania; Africa, Middle East & India; China; Europe; Latin America and North America. Nissan has a global workforce of 247,500, and has been partnered with French manufacturer Renault under the Renault-Nissan

Alliance since March 1999. In 2016 Nissan acquired a 34% stake in Mitsubishi Motors, which became the third full member of the Alliance – a grouping with combined annual unit sales of almost 10 million units a year.

#### **Lucca Nissan CFL dealer**

CFL s.r.l. has been official dealer of Nissan since 1990. Born from the passion for vehicles, today CFL is a reference also for electric mobility, having on-site a ChaDEmo quick charging station, among the first ones installed in Italy, that allows a recharge in 20 minutes. CFL distinguished in the Italian scenario for its very good sales results and for its high quality standards, that allow the dealer to be awarded the “Nissan Global Award for Quality” for five years in a row (2012, 2013, 2014, 2015, 2016).

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