




The first free-floating enjoy-branded scooter sharing scheme kicks off in Milan

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A unique service worldwide based on Piaggio MP3 three-wheeled scooters, especially redesigned to ensure ease of use, safety and versatility
Enjoy has today launched the first free-floating scooter sharing scheme, in partnership with the Piaggio Group and Trenitalia.
The scheme presentation took place this morning in the Conference Hall of Milan's Royal Palace, before the Mayor of Milan, Giuliano Pisapia, the Councillor for Mobility, Environment, Underground, Public Water and Energy, Pierfrancesco Maran, the Eni Chief Refining & Marketing and Chemicals Officer, Salvatore Sardo, the Chairman and CEO of Piaggio, Roberto Colaninno, and Ernesto Sicilia, Strategic Planning Director of Trenitalia.
The fleet available to Milanese citizens will initially comprise 150 MP3 Piaggio three-wheeled scooters (300LT Business ABS version). The vehicles were designed and developed in close collaboration between Eni and the Piaggio Group for the specific use in sharing mode and to ensure safety and ease of use: the maximum speed is limited to 90 km/h, and the scooters come with two helmets, hygienic disposable headphones, and front and rear cameras for the purpose of security checks in the event of accidents or claims.
The MP3 Enjoy scooters can be driven with an Italian A and B category driving license (from age 21 for licenses A and B, A2 license from age 21 if taken before 19th January 2013) and a number of foreign driving licenses accepted by Enjoy. New users may register via the app or the enjoy.eni.com website, while existing users need only update their profile to enable the new service. In both cases, to complete the procedure, users must view a video tutorial providing information on the correct use of the scooters.
The use of the Enjoy scooters is subject to a single rate of ?0.35 per minute. Red MP3s are exempt from Milan's congestion charge (Area C), and may be returned after use to any authorised parking space within the area covered by the service. Parking is free in the bays reserved for scooters within the city boundaries and in dedicated parking spaces at the city's Eni stations.
The new Enjoy scooter sharing scheme extends yet further the sustainable and shared mobility options available to Milan's citizens, city users and foreign drivers.
Trenitalia and Vodafone have once again partnered the initiative, offering to the new subscribers a welcome voucher worth ?15 and ?10 respectively.
Users can request assistance, discover new services and other partnerships, and share images, comments and experiences in real time on Enjoy's Facebook and Twitter profiles.
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