

# PRESS KIT

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## The CREA, Renault, EDF, Schneider Electric, ERDF and E. Leclerc enter an exceptional partnership for the development of electric vehicles, as part of CREA'VENIR

With almost half a million inhabitants, the CREA urban community (Rouen-Elbeuf Austreberthe) is in the forefront of sustainable mobility. With Renault, EDF, Schneider Electric, ERDF and E.Leclerc, and the support of the Rouen city authorities and the Haute-Normandie regional authorities, the CREA is launching an exceptional partnership as part of its strategic CREA'VENIR plan to promote the development of the electric vehicle. **This is one of the first partnerships to bring together players from the private and public sectors in an eco-mobility project of this scale.**

The partnership agreement will be signed in Rouen on the occasion of the first stage of the tour of France's "**Sustainable Mobility Cities® (CIMOD)**" **on March 25 and 26, 2011.**

The "**Sustainable Mobility Cities® (CIMOD)**" tour is a unique event in France for the promotion of eco-mobility solutions, charging infrastructures and clean vehicles that brings together all the players in the sphere of sustainable mobility in a series of **conferences, exhibitions and test drives of low-emission vehicles.**

## The signing of the CREA'VENIR charter

(innovative, smart and responsible electric vehicles)

The signing of an agreement by all the partners to launch a life-sized experimental project of full-electric vehicles managed by the CREA. **The charter will be signed at 11.00 am on Friday March 25 at the 106 venue.**

As part of this cooperation program that set new standards in France, the partners agree to promote **the creation of electric charging stations in the localities belonging to the CREA:**

- exchange of information and harmonization of the network
- interoperability of the terminals
- a common internet portal
- production of a user guide for electric vehicles
- creation of a single visual identity
- actions to raise awareness amongst the general public by organizing joint events.

The project is part of **CREA'VENIR** (innovative, smart and responsible vehicles), which is the CREA's strategic plan to develop electric mobility within its territory. As part of this initiative, the conurbation will host one of the first ever full-scale experiments with full-electric Renault vehicles in March.



## The partners



# The Sustainable Mobility Cities® (CIMOD)

## Friday 25 March 2011

**9.00 am Welcome** by Laurent Fabius, President of the CREA  
Speech by Alain Le Vern, President of the Haute-Normandie region

### **9.15 am Round table 1 : “Eco-mobility, a source of innovative and sustainable industrial development”**

*Frédéric Abbal, President, Schneider Electric France*  
*Guillaume Bachelay, Vice-President of the Haute-Normandie region*  
*Patrick Blain, President of the Committee of French Carmakers (CCFA)*  
*Guy Bourgeois, Interim President, Vice-President in charge of the “Public Loan”, MOV'EO section*  
*Michel Couture, Director of the electric vehicle and charging infrastructures project, EDF*  
*Bernard Jullien, economist, Lecturer at Ecole Normale Supérieure (ENS) and Director of GERPISA*  
*Thomas Orsini, Director of electric vehicle business development, Renault*  
*John Searle, President of the Executive Board, SAFT*

### **10.00 am Round table 2 : “Cooperation between the public and private sectors in the development of electric mobility”**

*Frédéric Sanchez, Vice-President of the CREA, in charge of sustainable development, railway policy and territorial cooperation*  
*Patrick Pélata, Chief Operating Officer, Renault*  
*Michel-Edouard Leclerc, President of the E.Leclerc shopping centers*  
*Michèle Bellon, President of the Executive Board, ERDF*  
*Philippe Lavaud, President of the Greater Angoulême Conurbation*

**10.45 am Closing speech** by Laurent FABIUS

### **11.00 am Signing of the CREA'AVENIR charter**

(innovative, smart and responsible vehicles) by all the partners to launch a life-sized experimental project of full-electric vehicles managed by the CREA. The charter will be signed at 106, in the presence of:

*Laurent Fabius, President of the CREA,*  
*Frédéric Abbal, President, Schneider Electric France,*  
*Michèle Bellon, President of the Executive Board, ERDF,*  
*Michel Couture, Director of the electric vehicle and charging infrastructures project, EDF,*  
*Michel-Edouard Leclerc, President of the E.Leclerc shopping centers*  
*Patrick Pélata, Chief Operating Officer, Renault*

**11.45 am Inauguration of the CREA public charging terminals in the Place Joffre in Rouen**, the first latest-generation charging site in France

**12.45 pm Inauguration of the private charging infrastructures** at the E.Leclerc shopping center in Saint-Pierre-lès-Elbeuf.

## Saturday 26 March 2011

The second day is more focused on the general public. Visitors can discover the “Sustainable Mobility Cities® (CIMOD)” pavilion on the lower quay of the left bank in Rouen. Open from 8.30 am to 6.00 pm. Free of charge. Inhabitants of the CREA conurbation will have an opportunity to test drive 100% electric vehicles.



## PRESS RELEASE

Thursday March 24, 2011

### RENAULT SUPPLIES 40 ELECTRIC VEHICLES TO CUSTOMERS TAKING PART IN THE CREA EXPERIMENTAL PROJECT

Renault's role in this partnership is:

- to supply 40 Kangoo Z.E. and Fluence Z.E. vehicles to the CREA project,
- to deliver after-sales service (servicing and maintenance),
- to support the development of the charging infrastructure.

This experimental project is based on an existing agreement between Renault and the CREA. On October 11, 2010 at the Paris Motor Show, the President of the CREA, Laurent Fabius, and Patrick Pélata, Renault's Chief Operating Officer, signed a partnership agreement to promote electric vehicles in the localities belonging to the CREA agglomeration (Rouen area). Renault is an active member of the project steering committee.

By entering this new partnership today, Renault has committed to supplying a **fleet of 40 electric vehicles** to the experimental project in the CREA agglomeration. The Renault Kangoo Z.E. and Fluence Z.E. vehicles, which rolled off the assembly lines before their commercial launch, will join the fleet of vehicles used by the CREA and partner local authorities.

Renault is supporting the CREA and its fleet customers in **the deployment of the network of charging terminals**. Renault is providing its technical expertise and is acting as an intermediary between the various partners involved.

Patrick Pélata, Renault's Chief Operating Officer, stated "This partnership with the CREA is a further concrete demonstration of the efforts we are making to turn electric vehicles into a reality that can be accessed by all."

With its partner Nissan, Renault is aiming to become the leading provider of zero-emission\* mobility solutions by being the first carmaker to propose a complete range of electric passenger cars and LCVs at an affordable price for the greatest number. 2011 is a decisive year in Renault's history, with the launch of three electric models – Fluence Z.E., Kangoo Z.E. and Twizy, followed by ZOE in 2012. Customers have been able to reserve their Fluence Z.E. and Kangoo Z.E. vehicles since the 2010 Paris Motor Show at [www.renault-ze.com](http://www.renault-ze.com). Corporate customers can send their letters of intent to book vehicles to [CorporateSales@renault.com](mailto:CorporateSales@renault.com)

#### **Kangoo Z.E.: Renault's full-electric LCV**

- Kangoo Z.E. is the first mass-produced electric LCV
- The load capacity is identical to that of the internal combustion version and the vehicle is designed for optimal durability and reliability
- Measuring 4.21 m in length, Renault Kangoo Express Z.E. has a useful load volume of 3 to 3.5 m<sup>3</sup>, a maximum load length of 2.50 m and a payload of 650 kg
- NEDC range is 170 km

#### **Fluence Z.E.: Renault's ecological prestige saloon**

- Fluence Z.E. is the first mass-produced electric three-box passenger car
- The spacious and comfortable interior is just as comfortable as that of the internal combustion version
- This prestigious model targets both consumers and fleet operators.
- NEDC range is 185 km

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## **EDF joins the CREA'VENIR project launched by the Rouen Elbeuf Austreberthe conurbation authorities**

The EDF Group is strongly committed to the promotion of electric vehicles in order to provide its customers with sustainable mobility solutions that help to achieve targets to cut CO<sub>2</sub> emissions and pollution levels.

The spread of electric mobility hinges on the development of increasingly efficient and reliable batteries and the deployment of a suitable charging infrastructure. EDF possesses broad-based experience in the use of electric vehicles and charging terminals, renowned technical and scientific expertise and a low-carbon energy production capacity that is unmatched in Western Europe.

### **Experiments to test the solutions of the future**

EDF has decided to team up with leading automakers in experiments designed to validate the suppositions, and to test, compare and assess the economic models and technical solutions.

#### **Experiments in 2011**

- Strasbourg: 100 Toyota rechargeable hybrids and more than 150 charging terminals since 2010
- Paris: 50 MINI E vehicles and 40 charging terminals since December 2010
- Seine-Aval: 100 Renault-Nissan electric vehicles and 300 charging terminals

### **Charging solutions for all**

On the strength of this experience, EDF and its subsidiaries will propose charging solutions that are simple, efficient, competitive and safe for the users of electric vehicles as early as 2011:

- for individual consumers or the administrators of condominiums
- for local authorities tasked with deploying public charging infrastructure networks,
- for public car park operators,
- for companies with their own car parks that are open to the general public.

#### **New mobility projects**

- Public service contract together with Veolia for the AUTO BLEUE initiative in NICE
- In-house car pooling at EDF with Veolia and PSA

### **A strong commitment**

The EDF Group has committed to buying 500 electric vehicles in France between 2011 and 2015. This commitment represents 100% of its vehicles that will be replaced during the 5-year period and can be replaced with electric vehicles.

*EDF press contact:*

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## The Schneider Electric charging infrastructure: a key factor in the success of electric vehicles

As the global specialist in energy management, Schneider Electric intends to play a major role in the imminent adoption of electric vehicles and we are pooling our expertise to offer charging solutions that are easy to use, safe, convenient and energy-efficient.

The charging infrastructure will play a strategically important role in the success of electric vehicles. It must provide future users with optimal access to electric power, anywhere and any time. Schneider Electric's solutions meet these demands perfectly.

### Safe systems to protect users

Safe charging is an essential precondition for users, vehicles and the systems they connect to. Based on industrial standards (IEC 60309), Schneider Electric's terminals meet the safety standards that apply to the most demanding applications.

In association with the other members of the EV Plug Alliance, Schneider Electric is promoting the use of the Type 3/Mode 3 standard, which offers complete safety for users and a universal connection.



**Domestic  
charging terminal**

### Charging terminals that are available and simple

The charging infrastructures developed by Schneider Electric meet the legitimate demands of users:

- charging times that are compatible with the way motorists use their electric vehicle: normal when the vehicle remains unused for a long period, accelerated during shorter stops and rapid when charging in the course of a long trip.
- charging terminals installed in various locations: at home, at work, by the roadside, in car parks and shopping centers.

### Incorporating the electric vehicle in a smart network

Schneider Electric's terminals inherently make smart use of energy from the very outset. They are capable of adapting the charging power to the needs of the connected vehicle and to the amount of power available in the mains network. This ability to communicate with the vehicle and the network means that users and fleet managers can be informed of the location of the nearest charging stations and the state of progress of the charging cycle on their PC or mobile phone.

In future, our terminals will also be capable of identifying the available energy sources on the network in order to select renewable energy sources to charge the vehicle, for example. The vehicles can also be used as a backup energy source. In a smart grid, the energy stored in the vehicle's batteries could be used by the mains network at times of peak consumption.



**Charging terminal  
for car parks**

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## **ERDF teams up with the “Cities of Sustainable Mobility (CIMOD)” in Rouen on March 25 and 26, 2011.**

In Rouen, the first stage of the CIMOD's French tour, ERDF will enter discussions with key players from the local authorities and manufacturers in the fields of energy and sustainable mobility. At this event, ERDF present the new standards for the distribution of electricity for electric vehicles.

ERDF advise local authorities and support them in the organization of the development of electric vehicles in Haute-Normandie.

Against this backdrop, the CREA and ERDF, respectively represented by Laurent Fabius, the President of the CREA, and Bruno Gasquy, the Local Director for the Seine-Maritime department, signed an agreement as part of the partnership for the “Development of public charging infrastructures for electric vehicles”. ERDF will input its expert knowledge of the electric power network in order to decide on the installation of the charging terminals.

### **ERDF in Haute-Normandie**

#### **Missions:**

- To guarantee the distribution of electricity as a public service
- To operate, maintain and develop the network
- To service its customers, suppliers and producers, while respecting the principles of non-discrimination, objectivity and transparency
- To act as a responsible company in the regions, while honoring its environmental commitments

Michèle Bellon, President of the Executive Board of ERDF, and Laurent Fabius, President of the Rouen-Elbeuf-Austreberthe conurbation (CREA), will sign the CRE'AVENIR partnership agreement for the development of the electric vehicle in the CREA urban area.

ERDF (Electricité Réseau Distribution France), founded on January 1, 2008, operates the electric power distribution networks in 95% of mainland France and Corsica. The company employs 35,000 people and operates, develops and maintains 1,274,600 km of power lines that service 33 million customers. It performs numerous operations on the network, including connections, service startups, repairs and changes of supplier.

ERDF distributes electricity to 748 localities in Seine-Maritime and 685 localities in the Eure. In Haute-Normandie, ERDF supplies 930,000 customers.



## **E.Leclerc: a stakeholder in the development of the electric vehicle in France**

**Ivry-sur-Seine, March 25, 2011** - As France's leading retailer, E.Leclerc promotes practices that favor more responsible and environmentally-friendly forms of consumption. In line with this policy, E.Leclerc has teamed up with manufacturers and public authorities to encourage the use of electric vehicles in France, by installing charging terminals in the parking lots of its hypermarkets. The group's goal is to install charging terminals at 50 E.Leclerc shopping centers in 2011, 150 by the end of 2012 and 500 by 2015. E.Leclerc is the first retailer in France to take an initiative of this kind.

Following the partnership signed in October 2010 between the Centres E.Leclerc and the Renault-Nissan Alliance to equip the group's parking lots with charging terminals, E.Leclerc has consolidated its plans by entering this new partnership agreement with the Rouen-Elbeuf-Austreberthe conurbation (CREA). The partnership agreement provides for the installation of four charging terminals (8 places) on the parking lot of the E.Leclerc store in Saint-Pierre-lès-Elbeuf, which is part of the CREA. This will be the very first E.Leclerc store to be equipped with charging terminals. Terminals will be installed in the five stores in the region around Rouen by the end of 2011.

Commenting, Michel-Edouard Leclerc, President of the E. Leclerc shopping centers, said: "The millions of consumers who visit our shops come by car and park their cars in our lots. The development of responsible consumption also demands the reduction of the environmental impact of means of transport. The partnership that we have entered with local authorities and manufacturers must promote the use of electric vehicles in France."

### **About E.Leclerc**

With a 17.4% market share, E.Leclerc is France's leading retailer. The group has 548 stores in France and 108 elsewhere in Europe. In 2010, E.Leclerc posted revenues of €37.5 billion, up 5.4% on 2009. E.Leclerc has been pursuing the same goal for 60 years: to protect purchasing power and to bring access to all products and services to the greatest number.

More information at [www.e-leclerc.com](http://www.e-leclerc.com) or [www.mouvement-leclerc.com](http://www.mouvement-leclerc.com)

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