

Hyundai and Free2move eSolutions partner to offer Italian customers a simple and convenient home charging solution

- The collaboration aims to provide Italian customers with a simple and practical charging solution to fully leverage the plug-in hybrid and 100% electric versions of Hyundai's renewed lineup.
- Thanks to the easyWallbox, Free2move eSolutions' plug-and-play device, Hyundai customers will be able to conveniently charge their plug-in battery vehicles at home, with the option to increase the charging power up to 7.4 kW through professional installation, further reducing waiting times.

Milano, 5 March 2025 – Hyundai has chosen Free2move eSolutions – a well-established company that develops and provides charging technologies and services related to e-mobility – to offer its customers an **integrated and cutting-edge charging ecosystem**, making **access to electric mobility** even easier. This collaboration was established to simplify home charging for the many plug-in hybrid and 100% electric Hyundai models available today, including the plug-in hybrid versions of Tucson and Santa Fe, as well as the fully electric models KONA, IONIQ 5, and IONIQ 6. It also includes INSTER, the brand-new 100% electric city SUV that debuted in Italy just a few days ago, offering an ideal solution for daily mobility. This innovative model provides a high driving range, exceeding 500 km in urban settings, and redefines modern mobility by ensuring zero emissions and maximizing cost efficiency through home charging.

To enhance the user charging experience for its vehicles, Hyundai has selected the **easyWallbox**, Free2move eSolutions' **charging solution that simplifies home charging even more for vehicles that can be charge with a cable** (plug-in hybrid or 100% electric).

The **easyWallbox is a plug-and-play solution** that can be used immediately without installation. **Simply plugging it** into a standard **Schuko power outlet** in the garage allows customers to charge their vehicle at a power output of **2.3 kW**. Hyundai customers can also opt for a professional installation to **integrate the easyWallbox into their home electrical system**, enabling it to deliver **up to 7.4 kW** (subject to any necessary meter upgrades), thus significantly reducing charging times. For example, with the **INSTER long-range battery**, the charging time from **10% to 100% is reduced to just over six hours**.

Remotely controllable via a dedicated app, the easyWallbox also features **Dynamic Power Management**, which helps prevent **unwanted power outages** by managing the load intelligently.

As part of the launch phase in Italy, the **INSTER comes with the easyWallbox** as standard, alternatively available with a Charge myHyundai voucher for public charging, equivalent to approximately 5,000 km. For all other models in the Hyundai lineup, the easyWallbox is available for purchase at official Hyundai showrooms.

Francesco Calcara, President and CEO of Hyundai Motor Company Italy, stated: *"With INSTER, Hyundai further expands its 100% electric vehicle offering, which, alongside our plug-in hybrid models, can now be used even more effectively with the easyWallbox. Thanks to our collaboration with Free2move eSolutions, we aim to make the 100% electric driving experience even more accessible and convenient, offering our customers a practical, immediate, and seamlessly integrated charging solution for their daily lives."*

Claudio Noferini, Country Manager of Free2move eSolutions, commented: *"We are proud to collaborate with a prestigious brand like Hyundai and to support the launch of the new INSTER, a vehicle that marks a significant step forward in electric mobility. Hyundai's decision to include our charging solution demonstrates confidence in our technology and strengthens our commitment to supporting all brands in their electrification journey, offering innovative and tailored solutions to meet the needs of the most demanding customers."*

INFORMATION ABOUT HYUNDAI MOTOR COMPANY

Founded in 1967, Hyundai Motor Company is part of Hyundai Motor Group. With over 120,000 employees, Hyundai operates worldwide with 10 manufacturing plants and 7 Research & Development Centers. The Ulsan plant in South Korea is the largest automobile factory in the world (5 million sqm, producing 5,600 vehicles daily). In Europe, Hyundai has two factories in the Czech Republic and Turkey, with a total production capacity of 600,000 vehicles per year. The company has 2,100 showrooms and generates 155,000 jobs, including direct and indirect employment. According to Interbrand's Best Global Brands 2024 ranking, Hyundai is ranked 30th among the world's top brands, reaching a brand value of \$23 billion (+13% compared to 2023). Through its vision Progress for Humanity, Hyundai aims to become a provider of smart mobility solutions and is the only automaker to offer a complete green line-up, featuring all five major sustainable powertrains: electric, full hybrid, mild hybrid, plug-in hybrid, and hydrogen. In Italy, Hyundai has a strong network of 142 dealerships and holds over 3.1% of the market share (UNRAE 2024 data). All Hyundai vehicles sold in Italy come with the Hyundai 5-year unlimited mileage warranty.

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Free2move eSolutions

Free2move eSolutions is a joint venture between Stellantis and NHOA, founded to support and facilitate the transition to electric mobility, by taking an active role in achieving accessible, clean mobility. To do so, it provides a wide range of consumers with innovative, tailor-made services that contribute to reducing CO₂ emissions.

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