



Thanks to the “eProWallBoxes” of Free2Move eSolutions, fast electric recharge guests of BWH Hotel Group Italia’s hotels can recharge their batteries quickly

The partnership between the hotel group and the company that develops technologies for sustainable electric mobility brings undoubted benefits to hotel guests, who will be able to charge their cars quickly and easily

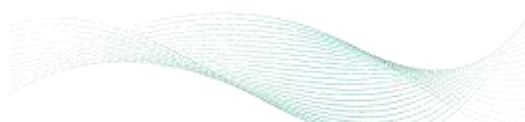
Milan, 1 December 2021 – Free2Move eSolutions and BWH Hotel Group Italia (the hotel group with 180 hotels under the Best Western - WorldHotels - Sure Hotel Collection brands present in 120 locations throughout Italy) have signed a partnership agreement to equip hotels with a fast charging system for electric vehicles.

“This agreement is a further step in the project that, for over a decade, has positioned us as a leader in ESG (Environmental, Sustainability, Governance) projects in the tourism industry – says **Giovanna Manzi**, CEO of BWH Hotel Group Italia – Partnerships such as the one with Free2Move eSolutions create conditions for sustainable growth and generate value among all the players involved”.

“Our partnership with BWH Hotel Group Italia – explains **Roberto di Stefano**, CEO of Free2Move eSolutions – brings benefits to both parties involved in the agreement. To the hotels, as it promotes the loyalty of customers who are sure to find a reliable charging station where they can recharge their cars. To us, Free2Move eSolutions, because it allows us to obtain a strong visibility of our products thanks to an important partner, known by all and widely distributed on the territory. Last but not least, we must not forget the positive impact that the rapid spread of electric mobility has on the environment”.

According to the signed agreement, the hotels will provide their guests with the innovative eProWallBox, the device designed and built by Free2Move eSolutions that works with a Type-2 connector (continental standard for AC charging stations, the most used in Europe), ideal for charging cars parked in hotel car parks. eProWallBox, installed by Free2Move eSolutions specialists, allows dynamic, safe and customized charging from 3 up to 22 kWh, thanks to immediate remote management via App.

Free2Move eSolutions will provide the eProWallBoxes with turnkey installation packages and 24/7 service support, with specific maintenance for both customers and hoteliers. In addition, thanks to the innovative eProWallBox system, hotels will be able to benefit from intelligent support for their charging infrastructure. In practice, managers will be able to control the system “remotely” through a digital platform that ensures, among other things, the management of authorised users,





monitoring of charging points, remote update and restart, reporting, maintenance management and integration of charging data with the company back-office.

The use and subscription contracts will be managed through SI Supply, the Group's central purchasing office, and the agreement is reserved exclusively for SI Supply affiliates.

The partnership was realised with the presence of Free2Move eSolutions at the BWH Hotel Group Italia Convention on 20 and 21 November, which was attended by over 100 hotel entrepreneurs from all over Italy. Hoteliers were able to try out the solutions presented and listen to the contribution of Claudio Noferini, Country Manager Sales Italy of Free2Move eSolutions, who during the round table "Trajectories of sustainability: impacts on tourism and hospitality" explained to those present the operation and opportunities offered by eProWallBox and ePublic, the intelligent charging point that allows public access in the safest way. At the same time, thanks to the support of Adriano Farinelli (Key Account of Free2Move eSolutions) the guests of the event were able to receive all kinds of technical and commercial information about eProWallBox.

Free2Move & Free2Move e-Solutions

Free2Move è un marchio globale di mobilità che offre un ecosistema completo e unico per i suoi clienti privati e professionali in tutto il mondo. Basandosi su dati e tecnologia, Free2Move mette l'esperienza del cliente al centro della sua attività, per reinventare la mobilità e facilitare il passaggio alla mobilità elettrica.

Free2Move eSolutions è una joint venture tra Stellantis e NHOA, che mira a diventare leader nella progettazione, sviluppo, produzione e distribuzione di prodotti per la mobilità elettrica. Con spirito di innovazione e nel ruolo di pioniere, l'azienda guiderà la transizione verso nuove forme di mobilità elettrica, per contribuire alla riduzione delle emissioni di CO₂. Visitate i siti web: www.free2move.com, www.esolutions.free2move.com.

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BWH Hotel Group Italia

BWH Hotel Group è la realtà alberghiera presente in tutto il mondo con 17 brand suddivisi in tre famiglie: Best Western, WorldHotels e Sure Hotel Collection. Operativa in oltre 100 paesi con 4500 strutture in tutti i continenti, in Italia conta oggi 180 strutture presenti su tutto il territorio nazionale.

BWH Hotel Group, in Italia, è gestita da una cooperativa di albergatori e può contare su uno staff operativo nella sede di Milano.

Capillarità, qualità, innovazione e soluzioni personalizzate sono le keyword che BWH Hotel Group mette al servizio degli albergatori del suo network. E ancora gli accordi di marketing e distribuzione globali capaci di assicurare concreti vantaggi cui, altrimenti, i singoli hotel non avrebbero accesso.

I loyalty program sono centrali per lo sviluppo del business. Best Western Rewards® e WorldHotels Rewards sono asset fondamentali sul quale il Gruppo può contare grazie ai 40 milioni di iscritti in tutto il mondo, clienti fedeli a quali sono offerti vantaggi, tariffe dedicate e benefit esclusivi.

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