

13th UIC Sustainability Conference



Door-to-door sustainable mobility

Trenitalia

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Train and car/scooter sharing 'enjoy'

- **Car sharing:** 2.200 cars in 5 cities, 450.000 customers, more than 4M of rentals (of which +1M are Trenitalia customers)
- **Scooter sharing:** the first in Italy, available in 3 cities



The car sharing 'enjoy'

Communication campaign on Frecciarossa



Train and bike sharing



Commercial agreement with:

- 'Clear Channel', 4.500 bikes in Milan (of which 1.000 electric)
- 'Bicincittà', bikes available in 130 cities

A composite image representing sustainable travel in Italy. On the left, a red and white high-speed train (Treno) is shown. In the background, the Gothic architecture of the Duomo di Milano is visible. To the right, the ancient stone structure of the Arena di Verona is shown. In the foreground, three bicycles (Bike Sharing) are parked: one red, one yellow, and one silver. The text "Treno e Bike Sharing" is overlaid in large red letters, and "Il modo più GREEN di viaggiare" is overlaid in white letters below it.

Treno e Bike Sharing

Il modo più GREEN di viaggiare

Train and electric cars

Electric cars in Rome, Milan, Bologna



Train and folding bikes

- Folding bike co-branded Frecciarossa-Tern, for long-distance customers
- Project for a folding bike for commuters



A new role of railways in urban areas



Future evolution



- Integration of different mobility services in 'Trenitalia card'
- Geolocation of cars/bikes in sharing, in Trenitalia app
- Selling of car sharing voucher together with railway ticket
- Agreement with taxi company, also for taxi pooling
- New commuter trains with more space for bikes and availability of electric socket for e-bikes

