



Arena of the Future Project, Italy



Period:

2020-2022

Transport Operator:

electreon

OEM Partners:

STELLANTIS IVECO

Project Sponsor:

Brebemi Spa A35 Toll Road Operator



Additional Partners:

ABB, FIAMM, MAPEI, PAZZAROTTI,
Prysmian Group, TIM, POLITECNICO,
ROMATRE, Università di Parma

Size:

1.05 km (0.65 mi) of wireless Electric Road for dynamic charging of e-bus and passenger electric vehicle



In November 2020, Electreon announced the beginning of a pilot in collaboration with the Italian toll-road infrastructure company Società di Progetto Brebemi SpA. The project began construction in November 2021 and became operational in December 2021.

As part of the first phase of the pilot, Electreon installed its wireless Electric Road System on a 1.05 km (0.65 mi) Brebemi-operated test track to evaluate wireless charging of an electric bus as well as an electric Fiat e500 passenger vehicle that travels along the track. Upon successful completion of this first phase, the deployment may be extended to Brebemi's A35 toll road that connects the cities of Brescia and Milan in the Lombardy region of northern Italy and would support the wireless charging of e-buses and private passenger vehicles traveling along the toll road.

As part of the pilot, Electreon's dynamic wireless charging solution is testing the potential of whether road users who already pay a fee to use the toll road will be willing to pay a small additional fee to consume energy from the road in order to charge as they drive. This concept, known as "Road as a Service" (RaaS), explores the idea of charging drivers based on how they interact and use a road for their specific vehicle needs, i.e., charging their EV's batteries.

Thomas Hilse, Iveco Brand President, has stated, "The increasingly widespread adoption of zero-emission vehicles in the mobility of people and goods requires an appropriate infrastructure. Electric motorways will play a key role in making battery and fuel cell electric vehicles more affordable and functionally sustainable, thus also improving their total running cost. The 'Arena del Futuro' partnership will help create the conditions for decarbonizing road transport and accelerating the transition to zero-emission mobility."

Oren Ezer, CEO of Electreon, has stated, "This is our first project with a toll-road company, and this constitutes a new market for us. The agreement with Brebemi is a continuation of the company's strategy to create partnerships with leading organizations across the world and we predict that this agreement and the global infrastructure bodies that control Brebemi, will help Electreon enter the Italian market alongside other leading markets."

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