



PRESS RELEASE

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FIRST TEST DRIVE FOR PHYLLA presented today at Environment Park

The *Veicolo Urbano Multi-Ecologico e Sostenibile* (multi-ecological and sustainable urban vehicle) project presented in May at “*Uniamo le Energie*” (event named “let’s join our energies”) has become reality.

Poised on the starting line, Phylla is ready and waiting to concretely demonstrate how it is a city car apart from the others. It is an **electric** car powered through the combined use of both traditional and alternative energy sources. It is **energy efficient and fully recyclable** due to experimental solutions that significantly reduce energy consumption and recyclable materials which offer high structural efficiency. It has a **flexible** architecture which can be adapted to future solutions that will boost performance and reduce costs. It is **multi-use** in terms of utilization and customization options.

The name Phylla, Greek for leaf, expresses its ability to convert solar light into energy. The test course will begin from the photovoltaic totem at Environment Park, a structure with a strong symbolic relevance designed as an airy sail which is light permeable: the ideal location to test a lab vehicle which can directly or indirectly exploit renewable energy sources to find the perfect mix between solar, electric and hydrogen energy.

The Phylla project forms part of the **Piedmont Region**’s effort to be an advocate and promoter of ecology in Italy, by implementing virtuous practices which dramatically reduce energy consumption and greenhouse gas emissions and the conversion to alternative and renewable energy sources by 2020.

This challenge was taken on by the project partners who combined their know-how to create an **efficient and completely recyclable** vehicle with zero emissions (of both CO₂ and pollutants) in urban areas and reduced environmental impact through its entire life cycle including its disposal. In addition, Phylla has a much lower cost per kilometre value than conventional gasoline-powered city cars.

In addition to the **Piedmont Region**, which promoted and financed the project, the following entities and agencies participated in the project: **Environment Park**, which contributed to the definition and selection of innovative environmental technologies; **Centro Ricerche Fiat**, as Vehicle Project Leader, responsible for technical and architectural development of the rolling prototype; and the **Politecnico di Torino**, as Programme Manager, responsible for managing the overall project and coordinating the various partners.



The following also took part in the project: the Turin Chamber of Commerce with the From Concept to Car project, the IED (Istituto Europeo di Design) and IAAD (Istituto di Arte Applicata e Design) design schools, Novamont and the Proplast Consortium, Sagat, ENECOM, Sydera and Bee Studio.

The working groups involved approached the various phases of the project with a single objective: finding the perfect balance between **alternative energy sources** (solar energy, hydroelectric energy, biogases, etc.), through experimentation with **completely recyclable materials with high structural efficiency** and selection of innovative technologies with the highest relevance to urban mobility.

The various phases of the project are documented in the publication “*Phylla, il sole a quattro ruote*” printed by Associazione Tecnica dell’Automobile, which narrates the development of this lab vehicle, its know-how and the most innovative technologies used in its creation.

Not a coincidence that Phylla was presented in the year of Turin World Design Capital. A confirmation that further strengthens Turin’s role as a steering committee that is able to bring together development and innovation on the basis of a strong tradition of entrepreneurship and design. This zero emissions city car could become the symbol of the typically “piedmontese” ability of working as a system: a system that succeeded in combining functionality and innovative design, teamwork, businessmen and creativity.

At the test drive, Phylla will also be promoting the “ATMOSFERA” installation by EcoArte, a virtuous synthesis between urban art and use of alternative and renewable energy sources. The light sculpture, by Davide Giglio, is made of gigantic spheres lit by special energy saving lights and powered by the energy from the Photovoltaic Sail at Environment Park. This artwork, which aims at keeping alive one of the local area's energy conversion facilities, will be open to the public from Friday 28 to Sunday 30 November.