

ElectReon Brings Wireless Inductive Electric Vehicle Charging Technology to Italy’s “Arena of the Future”

In collaboration with Stellantis, IVECO, Italian road operator A35 Brebemi-Aleatica motorway and many additional industry and research partners—ElectReon demonstrates contactless charging for a range of electric vehicles (EVs) while in-motion.

BEIT YANAI, Israel--(BUSINESS WIRE)-- [ElectReon](#) (TASE: ELWS.TA), the leading provider of inductive in-road charging technology for commercial and passenger electric vehicles, announced the launch of the “Arena of the Future” project in Brescia, Italy where the company has integrated its wireless technology to charge an IVECO bus and Stellantis’s Fiat Nuova 500 passenger vehicle while driving. This project is demonstrating contactless charging for a range of EVs as they drive on highways and toll roads as a potential pathway to decarbonizing long-haul transportation systems along motorway transport corridors.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20211202005493/en/>



ElectReon announces the launch of "Arena of the Future" in Italy (Photo: Business Wire)

The construction and technical implementation of the 1,050-metre-long circuit equipped with ElectReon’s proprietary in-road charging coils and supported by 1MW of electrical power has been successfully completed. Starting today, the “Arena of the Future” is showcasing ElectReon’s inductive EV charging technology as a technological enabler of an immediate, concrete solution to

decarbonize the mobility sector. This technology, [recently named one of TIME’s 100 Best Inventions of 2021](#), will speed up the transition to sustainable, fully electric transport as a direct response to global requirements for greenhouse gas (GHG) emissions reductions and

enhanced environmental protection policy.

The first vehicles implemented at the “Arena of the Future”, a Fiat Nuova 500 and an IVECO E-way bus, have been equipped with ElectReon’s vehicle-side technology (“receiver”) that directly transfers the energy needed to charge and travel simultaneously. The receiver-equipped vehicles have already successfully completed extensive kilometres of dynamic (in-motion) charging along the 1,050 meter circuit and ongoing testing, calibration and experimentation will continue through the length of the project. ElectReon’s technology can be adapted to any electric vehicle, from a passenger vehicle to commercial truck, creating a shared platform for a “zero emissions” mobility system at scale.

ElectReon’s participation in this project highlights their commitment to ongoing strategic collaboration with major players in the global automotive industry and demonstrates the feasibility of its wireless charging technology for a full range of applications. This is a critical milestone towards ElectReon’s mission of offering fleet customers a complete and seamless vehicle-side wireless charging solution for rapid decarbonization. ElectReon’s wireless charging technology equips governments and policymakers with a sustainable way to reduce greenhouse gas (GHG) emissions throughout the entire life cycle of electric vehicles (EVs) and offers a viable path to expedited mass EV adoption and achieving net carbon emissions throughout the entire transportation sector.

“It has been an honor collaborating with world-class partners, including automotive giants IVECO and [Stellantis](#), to launch Italy’s first Electric Road System (ERS).” said Oren Ezer, CEO of ElectReon. “We are proud to announce the launch of the first phase of the Arena of the Future project exhibiting a toll-road’s potential transformation into a charging asset and is demonstrating the ability for all road users to utilize inductive charging technology for EVs in the future. As Europe continues to lead the shift towards electric mobility, scalable advanced charging infrastructure paves the way for convenient on-the-go charging for road users. ElectReon’s wireless charging technology enables vehicles to charge as they drive at any speed on electrified highways.”

As one of the first and only companies able to demonstrate multiple miles of in-motion wireless charging on public roads, ElectReon is currently working on various pre-commercial projects across the globe ranging from [Germany](#), [Sweden](#) and Israel with plans of expansion into North America. Most recently, ElectReon announced [the development of its wireless charging network to support 200 public buses in Tel Aviv](#) in the company’s first fully commercial deal with one of Israel’s largest Public Transport Operators after successfully delivering on the company’s initial pilot project. ElectReon also announced [the recent addition of former President of Israel, Reuven “Ruvi” Rivlin](#), as the company’s president to facilitate relationships with world leaders to increase EV adoption, reduce fleet emissions, and accelerate ElectReon’s global impact.

This creation is one of first examples of international collaborative innovation for “zero emissions” mobility for people and goods, which today sees the collaboration of industry and academic institutions: A35 Brebemi-Aleatica, ABB, Electreon, FIAMM Energy Technology, IVECO, IVECO Bus, Mapei, Pizzarotti, Politecnico di Milano, Prysmian, Stellantis, TIM, Roma Tre University and the University of Parma.

About ElectReon

[ElectReon](#) is the leading provider of wireless charging solutions for electric vehicles (EVs), providing end-to-end charging infrastructure and services to meet the needs and efficiency demands of shared, public and commercial fleet operators and consumers. The company's proprietary inductive technology dynamically (while in motion) and statically (while stopped) charges EVs quickly and safely, eliminating range anxiety, lowering total costs of EV ownership, and reducing battery capacity needs—making it one of the most environmentally sustainable, scalable, and compelling charging solutions available today. ElectReon works with cities and fleet operators on a charging as a service (CaaS) platform that enables cost-effective electrification of public, commercial, and autonomous fleets for smooth and continuous operation. For more information, visit electreon.com.

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