



PRESS
RELEASE

ENEL X WAY PERÚ IS BORN, THE DIVISION THAT WILL PROMOTE SUSTAINABLE ELECTRIC MOBILITY IN THE COUNTRY

- *The executive **Álex Ascón Jiménez** was appointed as general manager of this new line of business.*

Lima, September 21st, 2022. Enel Perú announced the start of operations of Enel X Way Perú, the new subsidiary of the Enel Group specialized in sustainable electric mobility with a focus on the development of technologies, flexible mobility solutions, and smart electric charging, with the aim of facilitating electrification transportation for people, companies, and cities in the country.

"The start of operations of Enel X Way responds to a global strategy in which Perú is a key player and where electric mobility is integrated into the country's energy transition," explained **Marco Fragale, Country Manager of Enel Perú.**

Fragale also announced the appointment of executive **Álex Ascón Jiménez** as the new **General Manager of Enel X Way.** Ascón has over 11 years of experience in the implementation and development of new businesses in the transport sector and has been working at Enel since 2020. He is a mechatronics engineer from UTP and has a Master's in Marketing from ESAN University, in addition to having a master's degree in Marketing Science at ESIC – Spain.

"With the launch of Enel X Way Perú, we want to speed up the transition to modern and sustainable mobility, making the path more accessible for everyone. Our goal is to take advantage of integrated digital platforms to offer innovative and flexible services that meet the needs of customers," said Ascón.

Enel X Way strengthens the progress that Enel has made in terms of electromobility in Perú, as well as alliances with important automobile brands to provide them with electric chargers, the promotion of electromobility, and the consolidation of the national network of electric charging stations.

Global presence

The Enel Group's new global business line, Enel X Way, is already present in 20 countries in Europe, America, and Asia, managing more than 320 thousand public and private charging points. It has a significant presence in European markets, especially in Italy, Spain, and Romania. In the United States, the company is one of the main players in the national cargo market; while, in Latin America, it is a leader in technology and services for recharging electric vehicles and in the electrification of all kinds of fleets.



Para información adicional, comunicarse con la Oficina de Prensa de Enel Perú:
Henry Canales, henry.canales@enel.com T +51 965 948 823
Isabel Martell, isabel.martell@enel.com T +51 938 480 924
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