



Press Release  
n. 1

3 July 2024

## SERIE A ENILIVE 2024/2025 KICKS OFF

On the eve of the unveiling of the schedule for Serie A Championship, **Lega Serie A** and **Enilive** present the new logo for the competition, now called, for the Italian territory only, "**Serie A Enilive**". Enilive, Eni's subsidiary focused on mobility products and services, is the Serie A's title sponsor in the Italian territory for the next three seasons until 2027.

The tagline "*Serie A Enilive: muove la passione che ci unisce*" will accompany the narrative of an exciting new sporting season. The aim is to increase the visibility of the new Enilive brand, promoting its increasingly decarbonized services and products, which are available across its network of around 4,000 service stations in Italy. The partnership will offer thousands of prizes and exclusive experiences to Enilive customers enrolled in the 'Enilive Insieme' loyalty programme. On 29 July, Enilive will launch a competition with over 10,000 VIP Experience tickets in all the Italian stadiums where the 2024/2025 Serie A matches will be played.

Enilive is a world leader in the production of HVO biofuels from renewable raw materials\* at its biorefineries in Venice, in Gela, in the SBR biorefinery in the USA and, from 2026, also in Livorno, where another Eni refinery is being transformed. HVO biofuels are an immediately available solution to decarbonize road, air, rail and sea transport, as well as power generation. Over the next three years, the generators that power the audiovisual production of the championship matches, curated and managed by Lega Serie A, will be decarbonized as they will run exclusively on HVO produced by Enilive.

Enilive service stations cater to more than 1.5 million people in Europe, who rely on them every day for refuelling, thanks to a wide range of services and products such as HVOlution diesel biofuel, bio-LPG, biomethane and electric charging. Enilive service stations also offer a wide range of services to people on the move, including the car sharing service Enjoy, as well as Eni Cafés and ALT Stazione del Gusto, a new restaurant project developed in collaboration with Accademia Niko Romito. Customers can also use the service stations for a range of daily tasks, such as paying postal slips or express shopping at Emporium stores.

\* Pursuant to the Renewable Energy Directive



FRECCIAROSSA



sorare



ONEFOOTBALL