Zegna partners with Stellantis to transform fleet to green cars

By Godfrey Deeny  -  4 May 2021

Zegna has partnered with automotive giant Stellantis in an ambitious plan to transform its entire fleet into green cars by 2025.
Stellantis is the one of the largest automakers in the world, formed in 2021 by the merger of Fiat Chrysler Automobiles and France’s PSA Group, whose list of marques also include Jeep, Maserati, Alfa Romeo, Peugeot, Citroën, Dodge and Maserati. Stellantis is controlled by its key shareholder Exor, a holding of the extended Agnelli family of Italy, whose clan leader is the company’s chairman, John Elkann. Exor separately controls Ferrari, and a small but growing luxury division including one quarter of shoe maker Christian Louboutin.

Under the partnership, Zegna will gradually introduce plug-in hybrid and full electric vehicles in its company fleets, in order to reduce CO2 emissions and air pollution.

“The quality of our products must go hand-in-hand with our respect for nature. Protecting and safeguarding the environment is a core value at Zegna for over 110 years and we are still actively committed to it. I am very proud of our partnership with Stellantis Group, which shares our same values and vision to build a better world together,” said Gildo Zegna, CEO of Ermenegildo Zegna.

In recent years, Zegna has worked hard to burnish its ecological credentials, creating the Use The Existing project, where waste fabrics and garments are shredded into new yarn, before being transformed into materials for fresh collections. The Piedmontese marque has also opened an anchor store in Green Pea, the new concept shopping and leisure centre in Turin, to highlight their sustainable products.

Added Stellantis’ chairman Elkann: “Today’s announcement is a perfect illustration of the capacity of Stellantis to support the Zegna Group towards a zero emission objective for its employees and its supply chain, with state of the art green cars. Today, Environmental, Social, and Corporate Governance is at the core of every responsible management decision and it is our common objective to demonstrate that companies have a clear role to behave against global warming.”

Outlining the project, Zegna said it will install charging stations in all its offices and facilities and will give employees better lease car schemes for plug-in hybrid and full electric vehicles, as well as fuel-and-charge cards for battery charging. Employees will also have the opportunity to take electric car test drives and get eco-driving and fuel-efficiency tips.

News of the partnership comes one month before Ferrari will unveil its first ever fashion collection, with a show in mid-June in Maranello, its north Italian headquarters.

“We are pleased to be by the Zegna Group’s side with our clean, safe and affordable vehicle range of 30 BEV and PHEV models. Stellantis’ employees are working every day to preserve the freedom of movement for the people with a wide choice of passenger cars and to lower the carbon footprint of our B2B customers with zero emission light commercial vehicles, including hydrogen,” said Carlos Tavares, CEO of Stellantis.

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