



Grand opening of the first Bluelib charging points in the European metropolitan area of Lille

As part of an agreement between the Bolloré Group and the European Metropolitan Area of Lille (MEL), the region is today unveiling its first two Bluelib charging points for electric and plug-in hybrid vehicles. Entirely developed and manufactured by the Bolloré Group, both the charging stations and the information system will be deployed and operated by the French manufacturer. By 2020, the Bluelib network will be made up of some 167 dual charging points in the Lille metropolitan area, providing 334 charging points in total, and will be rolled out throughout Lille and 40 neighbouring communities with more than 5,000 residents. This private company approach, a first for France, will complement the commitments already made by the MEL last year to introduce 50 charging points in communities with less than 5,000 residents and around 50 others in public city-centre car parks and park and ride facilities. By 2020, a total of 270 charging points will be available across the entire region.

Alain Bézirard, Vice President in charge of Energy for the European Metropolitan Area of Lille, and Roger Vicot, Mayor of Lomme, alongside Marie Bolloré, Director General of the Bolloré Group Systems Division, officially unveiled the first charging points of the new Bluelib network today. Already accessible to the general public, the service currently offers two charging points in Lomme at *5 rue Saint-Vincent de Paul* and *425 avenue de Dunkerque*.

"We're delighted that the European Metropolitan Area of Lille, a major French region, has chosen the Bolloré Group and our expertise and technological capacity to develop its network of charging points across the region", explains Marie Bolloré, Director General of the Bolloré Group Systems Division. *"It's an honour to be able to support the MEL in their approach to electromobility, an issue that is hugely important to the Group and something we've been firmly committed to for many years now"*.

"The roll-out of these charging points for electric vehicles is part of the metropolitan area's transformation into a 'smart region' and demonstrates, above all, the willingness of the MEL to make every effort to promote the use of sustainable mobility solutions. This provision complements our electric mobility strategy launched back in 2017, which will continue well into 2019 with the addition of charging points to our park and ride facilities. We're delighted to be supported on this journey by the Bolloré Group", affirmed Alain Bézirard, Vice President in charge of Energy for the European Metropolitan Area of Lille.

A network that's open to everyone and easy to use

Operated by the Bolloré Group, the Bluelib network will be available **24/7** and open to **all residents and visitors** in the MEL region using a mobile app or by paying directly at charging points. In order to support drivers of electric vehicles and plug-in hybrids on their everyday journeys, these stations will primarily be **located in outdoor parking facilities in busier parts of the region** (recreation and leisure destinations, shopping centres, etc.).

To access the network, users have the choice between **subscribing online** or simply **registering directly on the spot** using a flash code. The service offers subscription fees of €10 per year with preferential charge rates for regular users, as well as subscription-free access via the charging points themselves for occasional users. Subscribers can use the service via the mobile app, using their unique badge, or by **pairing** their **subscription** to their **Pass Pass card**. They also have the option to **reserve a charging point up to 40 minutes in advance** and can benefit from **24/7 support** (for more information, please visit www.bluelib.fr).

Semi-accelerated charging points

Primarily equipped with T2 sockets, Bluelib charging points provide **7kW** of power, resulting in a semi-accelerated charge for users. This type of charging is more environmentally friendly, preventing the electricity grid from being destabilised from extreme power demands, whilst also prolonging vehicle battery life.

Developed and produced in France by the Bolloré Group, the designers have drawn on the **expertise of their IER and Polyconseil subsidiaries** in charging infrastructure and information systems to create these charging points. With car sharing services across Europe, America and Asia, as well as a charging station network in London, the Bolloré Group has extensive experience that means it can offer high-performing and practical services.

Progressive deployment

The first two charging points, available from today, will be rapidly joined by **new facilities** in Roubaix, Tourcoing, Wattrelos, Halluin and elsewhere. The Bolloré Group and the European Metropolitan Area of Lille are planning to install the first 100 terminals over the course of 2019. All **167 terminals will be operational by 2020**.

About Bluelib:

Bluelib is a subsidiary of the Bolloré Group, a specialist in developing semi-accelerated charging point networks in France. This charging service, open to all electric vehicle drivers, is the result of the Bolloré Group's extensive experience in the field of electromobility, along with the expertise of its IER and Polyconseil subsidiaries in developing charging infrastructure and information systems. Bluelib allows electric vehicle drivers to benefit from a high-quality service where they can locate available charging points in real-time, with reservations and specialist support available 24/7.

About the European Metropolitan Area of Lille:

In supporting the 90 communities that make up the region, the European Metropolitan Area of Lille works to improve the lives of its 1.2 million residents every day. It is responsible for transport, housing, the economy, public spaces and roads, planning and urban development, town policy, water, sanitation, household waste, accessibility, natural spaces and quality of life, culture, sport, tourism and crematoriums. The Council of the Metropolitan Area, presided over by Damien Castelain since 18 April 2014, is made up of 184 councillors directly elected for a 6-year term.

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