

APPAREL AND ACCESSORIES

Zegna promotes sustainable mobility with green fleet program

May 3, 2021



Zegna is committed to becoming carbon neutral with a new environmental fleet. Image credit: Zegna

By LUXURY DAILY NEWS SERVICE

Italian menswear company Ermenegildo Zegna Group is strengthening its corporate responsibility by launching a new program designed to switch its entire fleet to green cars by 2025.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

In partnership with automotive manufacturer **Stellantis Group**, Zegna is introducing plug-in hybrid and full electric vehicles to its company fleets. With this switch, the company hopes to significantly reduce carbon dioxide emissions and air pollution.

"The quality of our products must go hand in hand with our respect for nature," said Gildo Zegna, CEO of **Ermenegildo Zegna**, in a statement. "Protecting and safeguarding the environment [has been] 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."

Green cars

Since 1910, Zegna has aimed to keep sustainable development at the core of the group's vision, undertaking responsible activities with respect to local communities and the environment.



Gildo Zegna, CEO of Emenegildo Zegna. Image credit: Zegna Group

"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," said John Elkann, chairman of Stellantis, in a statement. "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."

At the start of the COVID-19 pandemic, Zegna opened its production facilities in Italy and Switzerland to make protective hospital suits for medical staff.

The Milan-based company manufactured 250,000 suits for hospitals in the Piedmont region in Italy and 30,000 units for Canton Ticino in Switzerland ([see story](#)).

To promote green vehicles, Zegna will install charging stations in all of 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.

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.