

AUTOMOTIVE

Ferrari powers renewable energy-sharing venture

May 3, 2023



The company is making use of vacant land to provide solar power to Italy's Fiorano and Maranello districts. Image credit: Ferrari

By LUXURY DAILY NEWS SERVICE

Italian automaker Ferrari is supporting sustainable ambitions with its latest project.

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The company has built a solar farm with energy technology company Enel X to form a new Renewable Energy Community (REC), inhabiting the towns of Fiorano and Maranello in Italy. The photovoltaic plant makes use of vacant land owned by the automaker, providing a convenient way for the company and community to jointly save on energy while building on Ferrari's sustainability and social responsibility goals.

"Sustainability is a priority for us not only do we aim to achieve carbon neutrality by 2030, but we also want to be a catalyst for a wider change," said Benedetto Vigna, CEO of **Ferrari**, in a statement.

"The Ferrari Energy Community is a concrete example of the possible synergy between an industry and the community in which it operates, a model that can bring important benefits to the Italian energy system," Mr. Vigna said. "Because of its scalability and replicability, it can accelerate the process of decarbonization while reducing the cost of energy for citizens and businesses."

Getting some sun

The REC was developed by Ferrari in line with its sustainability strategy, bringing a technology-forward approach to the project.

In 2022, the company placed a 1-megawatt solid oxide fuel cell plant in the Maranello location, taking over 5 percent of energy production for the facility.

Powered by hydrogen, biomethane and natural gas, the plant converts the substances into combustion-free electricity, slashing gas requirements by 20 percent compared to a traditional Combined Heat and Power method. The approach lessens pollution like smog by over 99 percent.

During the same year, Ferrari installed a 450 kWp solar farm in the area. This year, a 2-megawatt fuel cell plant will be added to the REC project.

We have partnered with [@EnelXItalia](#) to create the first [#Ferrari](#) Renewable Energy Community (REC) in Italy supported by an industrial company.

Our aim is to install a photovoltaic system of about 1 MWp by December 2023, and to pursue our commitment towards decarbonisation.

Ferrari (@Ferrari) [May 3, 2023](#)

By December 2023, the company will install a 1 MWp solar farm in Fiorano on the disused land. This plant alone will save 450 tons of carbon dioxide emissions per year.

Both towns' plants will grant energy to the automaker and those living in the two locales. Any private or public entity in Fiorano or Maranello can join the Ferrari REC, with personal solar panels and photovoltaic capabilities making the energy more available.

Ferrari has been using its access to top scientists and cutting-edge innovations throughout other environmental initiatives, including electric vehicle development ([see story](#)). More recently, the automaker has platformed reforestation, engaging in a community-led push for decarbonization ([see story](#)).

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