

PRESS RELEASE

Peugeot selects Gemasolar plant as backdrop for new 308 R Hybrid ad campaign

Fuentes de Andalucía, Spain. April 22, 2015 - The [Gemasolar](#) thermoelectric solar plant, owned by Torresol Energy and designed and build by SENER, is chosen once again as the backdrop for an [ad campaign](#). This time, the car manufacturer [Peugeot](#) is advertising its new 308 R Hybrid among the heliostats of the innovative thermoelectric plant. The model will make its debut at the [2015 Shanghai Auto Show](#).

Gemasolar is a global symbol for innovation and sustainability. It was the first commercial-scale thermoelectric solar plant to apply central tower receiver and heat storage technology using molten salts, and it remains the only solar power station in the world capable of generating 24 hours of uninterrupted power from solar energy alone, thanks to its cutting-edge technology developed by the engineering and technology group [SENER](#). Its iconic image has served as a setting for renowned brands such as Louis Vuitton, Mercedes Benz, Ford and PlayStation®.

In 2014, in its fourth year of commercial operations, Gemasolar continual production surpassed all expectations thanks to both the experience of the Torresol Energy [Operation and Maintenance](#) team and the excellent performance of the technology developed by SENER that, following the same model, is been applied in other facilities that SENER is building as turnkey projects. Its closest equivalent is the [Noor 3](#) power plant in Morocco, a natural evolution of Gemasolar but seven times bigger, with a capacity of 150 MWe. This plant, added to others that are to follow, will reinforce the proven technology of central tower receiver and heat storage, a system with undeniable potential in the global energy panorama.

The new Peugeot ad campaign has been launched worldwide. Watch it at: https://youtu.be/57w_yHwR98E

About SENER

SENER is a private engineering and technology group founded in 1956. It seeks to offer its clients the most advanced technological solutions and enjoys international recognition thanks to its independence and its commitment to innovation and quality. SENER has a workforce of over 5,700 professionals distributed across its offices in Algeria, Argentina, Brazil, South Korea, Chile, China, Colombia, the United Arab Emirates, Spain, the United States, India, Japan, Mexico, Poland, Portugal and the United Kingdom. The group has a turnover of €1.3 billion (2014 data).

SENER engages in the specific activities of Engineering and Construction. It also has industrial holdings in companies involved in Energy and Environment, as well as in Aeronautics. In the area of Engineering and Construction, SENER has become a world leader in Aerospace, Infrastructure and Transport, Power and Process, and Marine.



SENER's FORAN System, a CAD/CAM/CAE software for design and production of all kinds of ships and offshore structures, celebrates its 50 years in 2015, half a century of continuous reinvention that makes it the longest available in the market. Today, FORAN is in the state-of-the-art of technology, installed in 30 countries and used in world-renowned programs.

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