

Peugeot iON electric car: wall advertising in Milan that's really green!



Peugeot iON along with Milan's municipality has unveiled a city-wide campaign to launch the all-electric Peugeot iON car.

Part of this campaign is summarized by *green walls*, vertical gardens just like the one in my photo, that attempt to reduce the city's pollution (unlikely) and provide a green advertisement (more likely).

Installed on June 5th, *World Day for Environment*, the campaign include a mobile garden, **Garden of iON**, along with 'mobile fruit crops' that's both an eco-message and a real eco-plant.

Still have to see a Peugeot iON running around Milan (just like Priuses), but just welcome this truly *green* initiative.

More details about the [Peugeot iON](#).