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Press release

e-miglia 2011: Second edition of the international rally for electric vehicles

- The dates: August 1st through the 5th, 2011
- Aiming higher: Großglockner High Alpine Road new in the e-miglia route
- Registration open for everyone, provided you have a valid driver's license and an e-mobile
- Maximum of 30 participants at the constancy rally

125 years of the automobile, and where has it gotten us? Almost one billion vehicles worldwide, an enormous economic factor and high individual mobility. The vehicles however require fossil fuels for the most part and the supplies aren't inexhaustible. One solution, which is being assisted with incredible amounts worldwide is undisputed **electric mobility**. Not overnight, but there are supposed to be one million vehicles in Germany by 2020, Angela Merkel declared. Skepticism is still widespread amongst car drivers, mostly founded on ignorance. This is where the **e-miglia** steps in. In its second year, the first international e-rally only for electric vehicles also pursues **the goal to show the world how appealing and powerful e-mobiles already are today**. Electricity comes from a power socket, which can be supplied by renewable resources.

Statement of the Director of the Bavarian State Chancellery, minister of state, Siegfried Schneider, at the pre-e-miglia press conference in Munich in August 2010: "I am certain, that an exciting and spectacular event such as a street rally can make an important contribution towards convincing people of the possibilities and opportunities of electric mobility, as well as creating a high publicity event, that advertises this environmentally conscious and innovative future technology."

The **premiere of the e-miglia in 2010** already demanded more from the 25 participating vehicles than many thought they had in them. High passes in almost **freezing temperatures, partly in continuous rain** – aren't friends of electricity. **Daily ranges of up to 170 km**, at the time for many not manageable with one "tank". All of them however overcame the strains and crossed the finish-line. **Clear winner: e-mobility**. That incites to higher goals. And these will appear from **August 1st through 5th, 2011** when the e-migliaisti once again hit the streets quietly and with equal-zero-emission.

Rally manager Richard Schalber is taking higher literally: "With its 2094 meters the Jaufenpass was already pretty respectable, but today the participants have to drive the **Großglockner High Alpine Road**. That's about 500 meters difference in altitude added." The Großglockner High Alpine Road lies in the heart of Austria and in the middle of the National Park Hohe Tauern. A region with lots of history, tradition, nature and foresight. **Dr. Johannes Hoerl, Director of the Großglockner Hochalpenstrassen AG**: "The Großglockner High Alpine Road is the only high alpine panorama route worldwide in the middle of an internationally recognized National Park. Its special feature is the integration in the distinctive natural landscape and its unique pipe routing. We utilize and support eco-friendly technologies. And one of them is of course electric mobility. With the tallest e-pump in the world and special rates for e-mobiles we advocate the awareness for these future technologies. The e-miglia 2011 crossing the Großglockner for the first time, emphasizes our endeavors."



Whether the classic automobile manufacturers will also be securing one of the already much coveted **30 starting positions** with their first e-cars, that are already in part being produced in series, will soon become evident, since **the registration starts on March 1st, 2011** on www.e-miglia.com

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The e-miglia is the first international e-rally for electric vehicles exclusively. She originated in 2010 with the goal to demonstrate to the world the efficiency and attractiveness of e-mobility in an exciting as well as emotional environment. The e-miglia is an initiative of the Rebel Group and the Schalber Event GmbH.

In 2010 e-miglia meant: at least 560 km through three Alpine countries on four days across many passes and in any weather. A task no e-mobile had to perform in a sportive competition until then. The second e-miglia, from August 1st through the 5th, 2011, will make even more demands on the participants. In addition, the e-miglia offers a future-oriented platform for companies and service providers from all segments of e-mobility to portray themselves positively and powerfully, so that consumption interest and buying incentive are created within the general public. The e-miglia combines the look of classic rallies with the technology of the future.

The concept of the e-miglia was first presented at the trade show in Friedrichshafen in 2009 as part of the electric-avenue Expo, which celebrated its premiere there as the world's first independent expo for sustainable mobility. She combines all aspects, branches of trade and industry sectors of electric mobility into an integrated concept and is the first purely electric vehicle trade show. The tea expo is an initiative and registered trademark of the Rebel Media Group.