



Munich, March, 2011

Press release

## e-miglia 2011: Continuing on to St. Moritz

- The e-miglia is in Switzerland for the first time
- Finale on August 5<sup>th</sup>, 2011 in St. Moritz
- Next: now the e-mobiles have about 800 km in 4 days ahead of them
- Registration opens today, only 30 starting positions

Today the entire Engadin is blanketed with snow, especially St. Moritz, the most famous Alpine meeting place. St. Moritz is also green however. When the **e-miglia arrives in St. Moritz on August 5<sup>th</sup>**, the audience at the finish line will marvel: e-mobiles – quiet and clean – innovative.

Almost 150 years ago, winter tourism was invented in St. Moritz. Today, the Alpine destination is considered the epitome of exquisite resorts all over the world. The Engadine celebrates holidays picture-perfect, in style and with charm.

Here's where visionary ideas are born: the first electric light in Switzerland lit up in St. Moritz, here's where Europe's first «Palace Hotel» stood, standards are still set here – like for example the Ski World Championship 2003, the first Alpine occasion, during which sustainability was consistently counted on. Furthermore, with the energy project «Clean Energy» an Alpine vacation destination was for the first time consequently committed to the use of renewable energies.

The worldwide first "quiet" and clean **international street rally fits the Engadin and St. Moritz: environmentally conscious, but sportive and lively at the same time.** "We're very happy that we're part of the e-miglia as the location for the final stage. That way we can complement the numerous requirements St. Moritz as Switzerland's 101<sup>st</sup> energy city has to fulfill, as well as the efforts in all of the Upper Engadin in a valuable way" so Ariane Ehrat, CEO of the Tourism Organization Engadin St. Moritz.





With St. Moritz as the final location of the e-miglia, four countries will be traveled for the first time in 2011. A terrific event in a unique landscape is just as certain as is a memorable finish. The participants have to cover a total of 800 km starting in Munich, which amounts to a daily range of 200 km. An additional challenge.

More information and the first webisode on: [www.e-miglia.com](http://www.e-miglia.com)

**Registration is now open** on: <http://www.e-miglia.com/participants/registration/>

Contact: Claudia Rickmann, phone: +49(0)89 2000 347 15, [rickmann@e-miglia.com](mailto:rickmann@e-miglia.com)

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.