



Press release

Munich, April 14th, 2011

e-miglia 2011: The international e-rally forges strong alliances for e-mobility

- e-miglia partner: Allianz Versicherungs-AG, AvD and TÜV SÜD AG
- Constancy rally through four countries: D-AUT-I-CH
- 800 km in four days: from Munich to St. Moritz
- Date: August 1st – 5th, 2011
- Registration is open for everyone, a max. of 30 starting positions
- Horst Schneider, Member of the Board of the TÜV SÜD will be participating personally

A sound environment is the foundation of our existence. Nothing demonstrates this more clearly than the current events worldwide. Everybody and each one is required to make their contribution and break new ground. The e-miglia is only one approach into the direction of the future. The first international constancy rally for electric vehicles is an instrument, in order to show the world that zero emission mobility already works: during big challenges, as well as in everyday life. In the second year of the e-miglia, strong partnerships will continue to be developed and established.

The insurance company, Allianz Versicherungs-AG, is positioned amongst the Top 20 largest companies worldwide. The commitment of the Allianz will be expanded for the e-miglia 2011. The Allianz will be entering the competition as a premium partner. *"The electric car is coming. And there are good reasons for that. It is imperative to initiate a technology leap, and not to wait to react until the oil reserves are running short"*, Severin Moser, Chairman of the Board of the Allianz Versicherungs-AG. Close to the consumer, the Allianz is aiming at also developing solutions for accident and breakdown coverage, as well as roadside assistance for alternatively powered vehicles. Moser: *"We will accompany the development of electric mobility and will continue to support our customers in the electromobile future as a reliable insurance partner"*.

Since its formation in 1899, the AvD, Germany's Automobile Club, has been active for 112 years of the 125 years of automobile history. Concentrated know-how with foresight into the future. Matthias Braun, Secretary General of the AvD: *"During its second year, we will continue to extend our activities surrounding the e-miglia. The e-mobiles will be the iphones of the next generation of vehicles. The experiences we gain in the collaboration with the e-miglia will be timely implemented for our members."*

The starting signal for the e-miglia 2011 will sound on August 2nd, 2011 once again at the TÜV SÜD (Technical Control Board South) in Munich. *"The premiere of the e-miglia last year really convinced us. For us, as technical service provider and as a company, that is very involved in the development of e-vehicles, it is particularly important that the e-miglia isn't just a show drive, but that we obtain tangible consolidated findings regarding the vehicles' capacity. This demand isn't only maintained in 2011, the bar was even raised"*, Horst Schneider, Member of the Board of the TÜV SÜD AG, emphasizes.

"From various market analyses we know, that the range in particular is one of the decisive criteria for the acceptance of e-mobility. Questions regarding the vehicles' endurance and efficiency are crucial for the market success. This is where events such as the e-miglia help to direct the attention towards e-vehicles, to develop confidence, but also to identify technical weak spots", Schneider points out.

More 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 expo is an initiative and registered trademark of the Rebel Media Group.

