



Press release

Munich, June 8th, 2011

e-miglia 2011: The toughest reality check for electric mobility

- The protagonists: C-Zero, eMini, eRuf, i-miev, iON, Jetcar, Mega Van, Pedelec, Smart, Stromos, Tesla, Think, Tazzari, Twike
- Constancy rally through four Alpine countries: D-AUT-I-CH from August 1st – 5th, 2011
- Energy revolution: 800 km from Munich to St. Moritz with equal-zero-emission

On August 2nd, the e-miglia is setting out from Munich with 32 e-vehicles, suitable for daily use, and heading towards Grossglockner in the Alps. A new era of mobility begins and demands pioneering spirit, in particular from the participants. The heroes of the future are the various e-vehicles which have undergone a big development in comparison to 2010. Depending on the model, the range is between 120 and 400 km. A quick recharge can be accomplished in as little as 30 minutes, at a regular outlet it takes up to 7 hours to fully recharge the batteries. The maximum speed of about 120 km/h is also considered suitable for daily use. The athletes amongst the e-mobiles can even go over 200 km/h, with an acceleration from 0 to 100 in a proud 3.7 seconds. That makes a man's heart beat faster. If it's power you're after, you'll have to pay a whopping € 100.000 for the 185 kw. The compact cars for everyday use on the other hand, are available starting at € 30.000. The energy costs for 100 km are a joy, with no more than € 4. Depending on the driving style and the type of car, this can even be undercut.

The fast Tesla, known for its sportiness and far ranges, is faced with fierce competition at the e-miglia 2011. For the first time, the eRUF Roadster and the Coupe will be mixing up the starting field. Those, who still associate e-mobility with slow and purposeful vehicles, lacking any and all fun, will be surprised.

Besides the pricey high-voltage four-wheelers, the e-miglia is presenting the first series-production e-vehicles in the small car segment by the classic automobile manufacturers this year. Participating are: Mitsubishi i-miev, Citroen C-Zero, Smart City, e-Mini and the newly introduced Peugeot iON. All of them convincing and lively models with ingenious systems.

On to a new mobility, this is what the e-labels Jetcar, Think, Tazzari, German E-Cars and Mega have already stand for. They already participated in the premiere of the e-miglia in 2010 and mastered the great challenges.

If you assumed, the Twikers had enough with the 560 km during the e-miglia 2010, you were mistaken. Even two in the category 3-wheels will be stepping up to the starting line this year and will be briskly pedalling the 800 km. Up to now, the Pedelec can be sure to garner the category's victory when he crosses the finish-line in St. Moritz, since he's the only participant on two wheels who's rising to the challenge of making his way from Munich, over the Grossglockner, to Bolzano and finally into and across the Engadin to the finish in St. Moritz.

And that's the good thing about the e-miglia. Everyone can participate and everyone can win; the power of the motors isn't crucial for the victory in the equal-zero-emission constancy rally.

Additional information and images at: 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.

We would like to invite you to experience e-mobility together with us. We'll be happy to supply you with a passenger ride in an e-mobile for one stage upon request, or maybe you'd like to take part in our press conferences, the start, the special stages and/or the finale. Accreditation is in process at: <http://www.e-miglia.com/de/press-accreditation.php>

