



Press release

Munich, July 18th, 2011

## **e-miglia 2011: Titleholder Ruhoff is getting some real competition with Erik Comas**

- From August 1st to the 5th, 2011
- The protagonists: C-Zero, Electric RaceAbout, eMini, E-M3, eRuf, i-Miev, iON, Jetcar, Mega Van, Nissan Leaf, Pedelec, Smart, Stromos, Tesla, Think, Tazzari, Twike
- Constancy rally through four Alpine countries: D-AUT-I-CH
- Equal-zero-emission: 800 km from Munich, over the Grossglockner, past Bolzano to St. Moritz

This year, the group of 32 participants is even more eclectic than it was at its premiere. Tim Ruhoff (D) will have to defend his title vigorously. The former Formula 1 driver Erik Comas (F), who now counts on Green Cars and organizes challenges, will also be taking part with a Tesla. Both, Ruhoff as well as Comas have been able to capture victories with their e-vehicles already. A high-voltage duel appears to be pre-programmed. Ruhoff: "Erik Comas is an established master for economical driving. Since the energy consumption will be incorporated in the evaluation of the e-miglia this year, I view Comas as really dangerous. I haven't personally met him yet, but my rally tesla is an exact replica of the vehicle he won with in 2010. I personally have never owned a car because of my convictions. I will train even harder now and work on a new strategy. It's going to be really exciting." Efficiency is only one of the criteria on the evaluation scale of the constancy rally e-miglia. Does one have to worry that the rally pilots will simply crawl along due to the new consumption evaluation? Manuel Atzler, Project Manager of the e-miglia: "No, dawdling along doesn't work in the rally. Actually the entire route is a test. To keep within the stipulated times, which is very important for the evaluation, requires normal speed, but without having to disregard the traffic rules. Time accuracy in the assessments is also important and in comparison to last year, the consumption is just one more criteria which can be decisive for the victory. In the end, every participant will have to develop his/her own customized strategy, that's right for his/her vehicle."

Michael Buse (D) surely has his very own rally concept, since he'll be pedaling 800 km through the Alps on his Raleigh Electro-Bicycle. In answer to the question, whether he's confident he'll manage the Grossglockner with its approximate 1700 meters difference in altitude, the East Frisian states relaxed, that his physical condition is adequate. After various marathons and ultra courses up to 100 km, amongst them the Sahara, he's an interesting contender, who certainly won't have any problems with the consumption evaluation.

Not everyone is aiming at victory. Peter Reiter-Machoi, co-driver in an eMINI from TÜV SÜD, wants to create art, amongst other things, and wants to leave traces of the route on a virtual map. Horst Schneider, Board of Directors of the TÜV SÜD AG, also is the pilot of an eMINI and will utilize the e-miglia, to collect data on the topic operating range. "In 2010, the e-miglia already provided us with important insight for the detail development of the very hands-on test cycle", Horst Schneider emphasizes.

Marc de Jong (UK) will be tackling the route in a Nissan Leaf. That's a completely new rally experience for him, since his usual scope of functions is something of a family tradition and lies with the WRC, the World Rally Championship marketing area.





De Jong: "I haven't driven a rally in a long time and the experience with an electromobile is truly new form e. Rally without any dirt, noise and gasoline stench. I'm curious and I'm letting this experience approach, though not without ambitions."

In comparison, Fuzzy Walter Kofler (I) from South Tyrol is a veteran rally professional. Fuzzy drove the Mille Miglia three times, but to drive precisely on the time is new for him and he still needs to experience the resources allocation of the Think City. As a man of the mountains, the passes during the e-miglia don't however worry him.

Hansjörg Hosch (CH) from the Energy City St. Moritz, which is also the destination of the e-miglia, will be driving backwards so to say. First he has to get to Munich for the start on August 1st and then he'll circle back home into the Engadin, via Austria/Grossglockner and Bolzano/Italy. Hosch has been driving the i-Miev privately through the mountains for a while and knows exactly what needs to be done.

Women's teams are rare in motorsport, but the e-miglia has two of them from Germany participating. Sabine HeiB and Nina Bichlmaier (D) are in the eRUF Coupe. At the sight of this sportive vehicle men's hearts will definitely also beat faster. The city runabout Think City already proved itself on the route through the Alps in 2010 and is piloted by Brigitte Haering and Roswitha Gumpendobler.

### The reward

Naturally the CO<sub>2</sub>-free driving and the beautiful mountain world of the chosen routes are the highest reward of the e-miglia. There is however the prize money of € 10.000 for the winning participants. In addition, the participants will receive the official e-miglia watch from THE ONE Watches directly from the CEO Anton Kraft during the team presentation. Unusual design and functionality. THE ONE watches are also energy-saving. Electricity is only used, when you want to read the time. At the push of a button, the LEDs start to glow, apart from that, the battery is nonoperative.

### Experience e-mobility first-hand

Before the teams set out on Tuesday morning at 9 am on the approximately 800 kilometer long route from Munich, across the Grossglockner to Bolzano and through the Engadin to St. Moritz, the e-miglia is inviting everyone to a public driver's camp at the TÜV SÜD offices in the Ridlerstraße 57 in Munich. Everyone can experience e-mobility live from 3:30 pm on. Starting at 5 pm, the teams and technology will be introduced by SWR anchorman Constantin Beims. A good opportunity to get to know more about the topic e-mobility from the drivers, co-drivers and experts. Ranges, charging possibilities, electricity sources, recuperation technique, insurance coverage and breakdown service are the FAQ of e-mobility.

Additional information, the complete list of participants and images at: [www.e-miglia.com](http://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.

