

900,000 visitors for pedelec trade show



NEW MOBILITY WORLD

A daily stage show all about pedelecs would have been unthinkable just a few years ago at the International Motor Show (IAA) Cars, the world's most important automobile trade fair, which takes place from the 17th to 27th September in Frankfurt, Germany. This year that's just the start: there will also be a special exhibition showcasing components for light electric vehicles such as pedelecs and e-bikes, and furthermore two test tracks where the estimated 900,000 visitors to the show can experience riding pedelecs and using hire bike systems for themselves.

ExtraEnergy.org is the show's partner for the Light Electric Vehicle (LEV) sector, and they will be running the "New Mobility World" special exhibition across an area of 30,000 square metres for the IAA organisers, the German Association of the Automotive Industry (VDA). VDA President Matthias Wissmann emphasised that it is people, and their changing options for mobility, who are the focus of New Mobility World.

As New Mobility World partners for the VDA, ExtraEnergy is also organising two pedelec test tracks, the LEV Components Special Exhibition, plus the special exhibition covering cycle hire systems and cycle parking facilities, and the pedelec-themed stage shows.

Mobility Connects

The strapline for this year's IAA Cars is "Mobility Connects", a recognition on behalf of the automotive industry that is no longer tenable to assume that mobility is always synonymous with the car. Instead, the widest possible variety of mobility options can be seen and experienced at New Mobility World.

Thematic highlights of the New Mobility World show are: Connected Cars, Automated Driving, E-Mobility, Urban Mobility and Mobility Services. The pedelec sector occupies an area of around 4000 m², across Hall 3.1 and the outdoor area.

New Mobility World: on the world's political stage

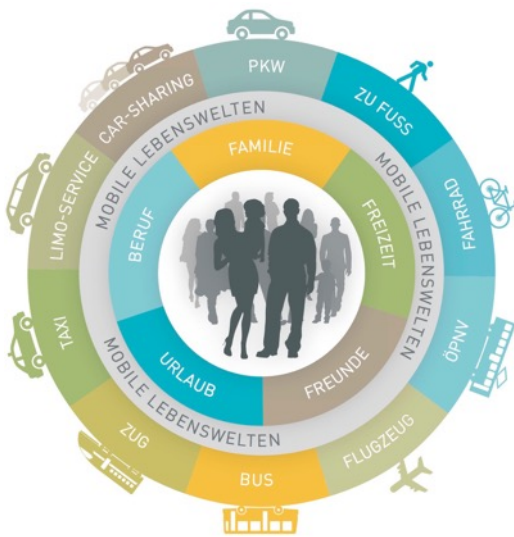
The daily stage show about pedelecs is centrally located in Hall 3.1, and during one of the forum sessions the seven transport ministers of the G7 countries will meet here for a

Transport Ministers Congress at which the future roadmap for the transportation sector will be discussed. The G7 transport ministers will also use this occasion to learn more about the subject of pedelecs.

New Mobility World takes place under the patronage of the European Union, the German Federal Ministries for Transport and Digital Infrastructure, and also of the Ministries for the Economy and Energy.

German industrial leaders ride pedelecs

In a collaboration with international accountancy company PricewaterhouseCoopers AG pwc, 80 board members from DAX (the German stock exchange index) listed companies will visit New Mobility World in small groups to test-ride pedelecs.



It is people, and their changing options for mobility, who are the focus of New Mobility World.
Graphics: New Mobility World

event coverage. High profile media partners, for example auto motor und sport, will ensure excellent levels of coverage.

Cycle industry largely notable by its absence

To date, when it comes to the LEV sector it has been mainly automotive suppliers who are also engaged with the pedelecs sector who have been represented at this show presenting their latest innovations, including Bosch, Brose, MIFA, Marquardt and Rehau AG. ExtraEnergy offers hassle-free participation packages for cycle manufacturers, and for suppliers of cycle hire system and components, to introduce your products to a very wide-ranging cross-section of visitors as part of New Mobility World.

Your contact for participation at New Mobility World is Josephine Fischer at:

fischer@newmobilityworld.com

Municipal decision-makers and city planners engage with cycle hire systems

A specialist workshop for town planners, municipal decision makers, official responsible for cycling and mobility managers will take place on the 21st September 2015 as part of New Mobility World, organised by the International Energy Agency (IEA) Working Group on the Implementing Agreement for Hybrid and Electric Vehicles. A status update on the IEA's recommendations for tender specification documents for cycle parking facilities and cycle hire systems will be presented over the course of this workshop.

Press partners are ready to report

Media partners for New Mobility World will make its themes accessible to a wide audience, and will be reporting on its subject matter as part of the wider

About ExtraEnergy e.V.

ExtraEnergy e.V. has carried out independent e-bike and pedelec tests since 1992. Since then the organisation has established itself as the most influential information, user protection and promotional organisation for light electric vehicles (LEVs) worldwide.

The founders realised from the start that these vehicles need to be experienced first-hand. Since 1997 the Test IT Track has been on the road, and today has three units for the Test IT Show. ExtraEnergy is also rooted at its test facility in Tanna, where 23 years of test reports and LEV history are on display at the LEV Museum.

Other services on offer include presentations and exhibitions at trade and public shows, plus information distribution with the assistance of correspondents worldwide.

Alongside our physical presence, www.extraenergy.org provides a treasure-house of information online. With support from the European Union and the IEA (International Energy Agency), in 2012 the Go Pedelec! Handbook was published in German, English, Dutch, Hungarian, Czech, Italian, Spanish and Chinese, including much new information and best practice studies for electric-assist two-wheelers.

As founding members of the EnergyBus and BATSO (Battery Safety Organisation) associations, ExtraEnergy is also active on both the ISO (International Standards Organisation) Standards Committee, with a focus on mechanical standardisation, and on the IEC (International Electrotechnical Commission), and so helps set safety and communication standards for LEVs worldwide.

About ExtraEnergy Services GmbH & Co. KG

The main activities of ExtraEnergy Services GmbH & Co. KG are special exhibitions at all relevant trade shows worldwide, and the development of a business park for manufacturers of light electric vehicles at the Schleiz location in Thuringia, Germany.

The founders and directors of ExtraEnergy Services GmbH & Co. KG are Hannes Neupert (President ExtraEnergy e. V.) and Jean Chen.

For further details please visit:

www.ExtraEnergy.org

Press contact:

ExtraEnergy.org

Angela Budde

036646 3298-10

redaktion@ExtraEnergy.org

For immediate publication – a sample copy would be much appreciated!