

## PRESS RELEASE

### **Latest vehicle models, trends and talks**

### **New Energy Husum sets store in electric vehicles**

*Husum, 13.03.2014.* From 20 to 23 March the New Energy Husum trade fair will be providing comprehensive information about new products and the latest developments in the field of electric vehicles. After attending talks and viewing the special exhibition on alternative transport, interested visitors to the fair can actually test the vehicles themselves. "After our successful *Leaf on Tour* roadshow, which is currently visiting celebrity Schleswig-Holsteiners, we want to give visitors to New Energy Husum a better understanding of electric vehicle", says Peter Becker, managing director of Messe Husum & Congress.

#### **Special exhibition area for electric vehicles**

In the special exhibition areas in Halls 2 und 3 renowned car manufacturers, including VW, Mitsubishi, Renault, Nissan and Mercedes, will be presenting their latest models. BMW is showing their i3 model, Mitsubishi its Outlander Plug-in Hybrid and VW the e-up. At the Visitors' Forum on Sunday 23 March, experts will be giving short talks about the latest electric vehicle concepts and the potential offered by alternative power trains. "Electromobility is not just a trending topic at New Energy Husum", says exhibition boss Peter Becker. "Electric vehicles are no longer just a futuristic vision, but in the light of developments in engineering and high fuel costs, for an increasing number of people they now represent an attractive and environmentally-conscious alternative to traditional cars."

#### **Experience electric cars**

A test track in the outside exhibition area at New Energy Husum gives all visitors the chance to test drive various models, and to experience the special feel of driving an electric vehicle. Messe Husum & Congress also offers its visitors the opportunity to travel between the car park and the exhibition with an eMobile shuttle. Anyone who already owns an alternatively powered vehicle and shows their registration documents at the ticket office will be given free admission to the fair on Saturday 22 March. Messe Husum & Congress will also be having a draw at 16:30 to see which of the registered electric vehicle owners will win an iPad mini. Visitors can recharge their electric vehicles at the visitors' P+R car park and take the eShuttle, or at the exhibition site itself: the use of the eCharging stations provided at the exhibition car parks is free of charge.

#### **Funding initiative celebrates anniversary**

The electromobile cooperative association eE4mobile is celebrating its fourth anniversary at New Energy Husum on 21 March. Since it was founded by a group of private individuals, businesses and institutions at New Energy Husum 2010, eE4mobile has gained over 200 members and promote electric vehicles in North Frisia. The entertaining programme of festivities includes futurologist and trend researcher Lars Thomsen giving an outlook into the future of electric-powered transport in his keynote speech, which will take place on Friday evening as part of the New Energy Science Slam. Interested fair visitors are invited to join the association's members at this event free of charge.

## **About New Energy Husum**

In recent years, New Energy Husum has established itself as one of the most important trade fairs in the renewable energy sector. Since 2002 it has served as the showcase for decentralised energy generation based on the use of all renewable energies. The topics and techniques include small wind turbines (up to 100 kW), biogas, solid biomass (pellets, firewood and wood chips for heating systems), solar heating, photovoltaics, electric vehicles, subsurface geothermal energy, energy storage, energy efficient building and mini-CHPs. From 20 to 23 March 2014 experts and leading manufacturers will be meeting in the North Frisian town of Husum to set the course for the innovation needed in a rapidly growing market.

Twitter news about New Energy Husum for journalists: <https://twitter.com/NewEnergyHusum>

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