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## CLEAN MOVES calls for paradigm shift in mobility sector

- **Mobility after the crisis: viable alternatives at the end of oil**
- **More people in cars does not add up to greater mobility**
- **Deutsche Bahn AG, EnergyAgency.NRW and Verkehrsclub Deutschland as CLEAN MOVES partners**

**Brussels/Hannover.** The transport sector is still the biggest emitter of CO<sub>2</sub>. On the other hand, it is also a vital part of the world economy. This is why so much hinges on the world's ability to change the technology paradigm and come up with eco-friendly mobility solutions. The CLEAN MOVES forum for energy-efficient mobility addresses this issue. It comprises an exhibition platform where leading industrial companies can showcase market-ready mobility solutions, plus a conference platform where the same companies can meet on neutral territory to share expertise on matters of global importance. The CLEAN MOVES Conference & Exhibition is in its fourth season at this year's HANNOVER MESSE (20 to 24 April) and has Germany's Environment Minister Sigmar Gabriel as its official patron.

**Astrid Klug**, Parliamentary Secretary at the German Federal Ministry for the Environment: "Personal mobility is a basic human need, a fact that poses enormous challenges for both society and the environment. Meeting these challenges requires a fundamental change in direction. To achieve this, we need to push ahead more quickly with the transition to alternative fuels and drive systems and maximize all available efficiencies. However, this growth in the 'sustainable mobility' market will involve more than just hi-tech products and solutions. It also encompasses innovative transport concepts that rely heavily on public transport, pedestrian and bicycle transport."

This year, CLEAN MOVES will for the very first time be supported by Germany's nationwide rail carrier, Deutsche Bahn, and will thus feature an all-new focus on the clean mobility potential of rail transport and logistics. Safeguarding mobility as a vital economic driver while conserving energy is a top priority for Deutsche Bahn. The Deutsche Bahn group has reduced its rail transport CO<sub>2</sub> emissions by almost 40 percent since 1990 and has a climate protection program and various flagship projects aimed at reducing group-wide emissions by 20 percent over the 2006–2020 period. The company also has its sights set on achieving significant emission reductions through alternative transport solutions, as its GM Integrated Systems Rail, **Dr. Lutz Bücken**, explains: "By providing rail services as part of intelligently networked multimodal transport chains we are able to function as a one-stop shop for sustainable transport solutions worldwide. Electric powered trains already account for over

90 percent of our rail services. But even this tried and proven system, which is ideally suited for the use of renewables, offers potential for further efficiencies. We intend to realize that potential.”

The EnergyAgency.NRW “Competence Network for Fuels and Drive Systems of the Future” will be exploring the theme of electric mobility at CLEAN MOVES. The Network’s director, Dr. **Frank Köster**, explains this integrated approach: “We’re talking about electrifying the entire drivetrain from well to wheel, but we’re still dependent on the internal combustion engine. That is why clean diesel concepts and gasoline-saving vehicle developments are just as central to our research as electric solutions.”

### **CLEAN MOVES in Hall 13 – Marketplace and contact hub for mobility sector**

One of the main attractions – if not the heart – of CLEAN MOVES is the Conference Forum, located at the heart of the Energy expo. The themes covered at the conference include: solutions for integrating different transport modes more efficiently; electric road and rail mobility; natural-gas and hybrid vehicle drives; battery and storage technologies; lightweight construction solutions; and biodiesel, ethanol, vegetable oils and synthetic fuels. An energy future without a much higher percentage of sustainable biofuels is inconceivable – not least because biofuel production is both a key technology and a prerequisite for the commercialization of synthetic biofuels. “This is why CLEAN MOVES, embedded as it is in the world’s largest industrial fair, is a strategically important platform for profiling the great economic potential of biofuels,” explains **Johannes Lackmann**, CEO of the German Biofuel Industry Association (VDB). Biofuels already account for 7.6 percent of the German fuel market.

“CLEAN MOVES is a prime dialogue hub for the energy industry and for many other trade visitors and exhibitors at HANNOVER MESSE. Interest in the event has grown steadily in recent years and we are pleased to say that this year’s forum will again feature an impressive line-up of big-name exhibitors and an informative conference program comprising a wealth of expert papers and discussions. Energy-efficient mobility technologies will continue to be a central theme at the Energy tradeshow,” explains **Oliver Frese**, who is responsible for energy-sector displays at HANNOVER MESSE.

This is the 21<sup>st</sup> century, yet the mobility debate is still framed by 20<sup>th</sup> century thinking and ideas. The time has come for completely new, groundbreaking solutions. **Ralph Kappler**, the initiator of CLEAN MOVES, explains: “Cars are responsible for most of the world’s transport-related CO<sub>2</sub> emissions. The move away from oil is long overdue. CLEAN MOVES provides a way forward by offering an unbiased, integrated platform for solutions that are already highly developed and capable of being realized right now.”

The CLEAN MOVES initiative also has a number of road shows, including a show at the European Motor Show in **Brussels**. In addition, the initiative is partnering with MASDAR Turret Middle East to operate a CLEAN MOVES Pavilion at the European Future Energy Forum in **Bilbao**.

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