

## PRESS RELEASE

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### Future mobility takes centre stage in May

Germany is moving into the focus of the global discussion on the future of mobility for a ten-day period, with three major international events between 18 and 28 May.

The organisers are the International Transport Forum of the OECD (Organisation for Economic Co-operation and Development), the tyre manufacturer Michelin, and the energy company Shell.

- ▶ The 11<sup>th</sup> **Challenge Bibendum** will be held at the former Tempelhof Airport in Berlin from 18 to 22 May – it is one of the most important global platforms for sustainable road mobility. This environmental summit, launched by Michelin in 1998, works for clean, safe, networked mobility.  
([www.challengebibendum.com](http://www.challengebibendum.com))
- ▶ The **International Transport Forum 2011** will be held in Leipzig from 25 to 27 May. This annual summit of transport ministers from around the world will be complemented by a top-level conference on “Transport for Society”.  
([www.internationaltransportforum.org/2011](http://www.internationaltransportforum.org/2011))
- ▶ This year’s **Shell Eco-marathon Europe** will be held at the EuroSpeedway Lausitz in Brandenburg from 26 to 28 May – it is the biggest sustainable mobility event, with 220 student teams from all European countries at the start of the competition for the most energy-efficient vehicle.  
([www.shell.com/eco-marathon](http://www.shell.com/eco-marathon))

“Better mobility for the 21<sup>st</sup> century is the aim,” explained **Jack Short**, Secretary General of the International Transport Forum at the OECD. “The challenge for policy makers and industry is to put people and their mobility needs even more at the centre. At the International Transport Forum’s 2011 summit in Leipzig, ministers and decision makers will focus on how to further improve the benefits of transport for individuals and society, while minimising any adverse effects”

“Mobility is a global issue for the future,” said **Peter Ramsauer**, Federal Transport Minister, “and we have to tackle it in an intelligent and sustainable way. We need to adopt new approaches and create innovative concepts, especially as the volume of goods transport is expected to increase by as much as 80% in Germany alone by 2025. Alternative drive systems will be essential, and better networking of all modes of transport. We are on the right track for that, working together with industry and scientific organisations.”

“The challenge for the automotive industry is to find the golden mean between environmental needs and driving enjoyment, getting the balance right between engine specification, weight and size, and thus reducing fuel consumption and carbon emissions,” declares **Dr. Patrick Oliva**, Corporate Vice President Prospective and Sustainable Development, Michelin Group. “If we give free rein to our imaginations, we are convinced that road transport has a brilliant future ahead of it, and will help to promote worldwide development and the quality of road travel. That is the future we will talk about at Challenge Bibendum.”

“For Shell, smarter mobility means helping our customers to be more fuel efficient today, while finding new ways to deliver a cleaner transport system for tomorrow,” said **Peter Voser**, CEO Royal Dutch Shell plc. “Shell Eco-marathon has an important role to play because it inspires a young generation of engineers and scientists to think creatively about fuel efficiency, and to put new ideas into practice.”

For more information on the three events, please contact

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