

*EVS30 Symposium
Stuttgart, Germany, October 9 - 11, 2017*

eTourEurope – EV Rally and community Event

Werner Hillebrand-Hansen

eProjekt TNS GmbH, Otto-Wagner-Str. 2, D-82110 Germering, werner.hillebrand@eTourEurope.eu

Executive Summary

eTourEurope is a nine-day-event for drivers of 100 % Electric Vehicles (EV) to proof endurance regarding long distance driving and show individual performance according to the Road Book. The overall distance is 3.600 km. The eMOBIL Events and eMeetingpoints in the European Capitals are a main attractor for visitors to experience eMOBILity. The big success of the events is directly linked to the local partner organizations in the countries.

The 1000 EVs in motion! community project together with our partners invite all users of EV's to come from the corresponding surroundings to the nearby 'eMeetingpoints' and 'eMOBIL' Events. We are focusing mainly on social media, newsletter and our strong website to reach the EV users and mobilize them to join. The Peer-to-Peer contact of the drivers themselves and the soon to become EV users is a very strong driver bringing EVs in the market. Thus, our concept to strengthen the user community and the experiences should be spread to further regions as well.

1 eTourEurope – EV Rally and community Event



Figure1: eTourEurope in Paris – Tour Eiffel – 2016

[eTourEurope](#) is a nine-day-event for drivers of Electric Vehicles to proof endurance regarding long distance driving and show individual performance according to the Road Book [1]. 2017 the Rally would have taken place in June 2017 for the fourth time.

1.1 Demonstration of Electric Vehicles and charging infrastructure



Figure2: Route of eTourEurope 2017 – 3.600 km with daily average distance of 400 km.

- Overall distance 2017 is 3.600 km - daily average distance is 400 km
- Only 100% Electric Vehicles taking part
- Measurement of travel time = driving time + charging time – further information in the Rules [2]
- Demonstration of performance and reliability of Electric Vehicles
- Demonstration of fast charging infrastructure
 - Electric power / availability
 - Reliability
 - Access



Figure3: eMeetingpoint Brussels – Atomium - 2017

1.2 Platform of eMobility – eMOBIL Events



Figure4: Patron Dieter Reiter – Mayor of Munich and Patron of the Munich eMOBIL at the Odeonsplatz 2016.

At the eMOBIL Events and eMeetingpoints in the Capitals along the route are meetings with citizens as well as representatives of municipal authorities and of companies (industry, producers, sales and service). Purpose is an exchange about tried and tested products with people and new interested customers feel attracted. Here all the representatives meet citizens and end-consumers as well. The eMOBIL events have proved as the place where prospective consumers inform about this topic in a tightly focused way. With the simultaneous presence of our numerous EV users there ist another advantage: Prospective consumers and freshly interested parties are focused with good working Best Practice samples. With this convincing approach, the eMOBIL Events have proved as an outstanding platform for presenting electromobility in a positive and lively way.

These events are also the centre of the ‘1000 EVs in motion!’ community event described in the next chapter. See also www.Muenchen-eMOBIL – www.Celle-eMOBIL.de – www.Dresden-eMOBIL.de.



Figure5: Munich eMOBIL 2 day exhibition at the Odeonsplatz with 35.210 visitors – 234 testdrives – 23 exhibitors – start of the eTourEurope Rally

1.3 1000 EVs in motion! – Community Event



Figure6: Participant of 1000 EVs in motion! – proudly present the number on their “Think”

Their positive experience with eMOBility emits to visitors who are increasingly interested to get more experience with the EV's. People, whether they are potential consumers or whether they are there by accident, are getting curious and profiting from the experts and exhibitors being all at this place: Interested persons have a lot of opportunities to get their information about the advantages and the expert knowledge right away. These initiatives being spread all over Europe make visible in a very special way, that eMobility includes a broad variety of EV's, which are proving enough range and high suitability during everyday use.

1.3.1 European Partner to reach the community

We, the initiators of the eTourEurope and our partners invite all users of EV's to come from the corresponding surroundings to the nearby 'eMeetingpoints' and 'eMOBIL' Events taking place in the European Capital Cities.



Figure7: eMeetingpoint Bratislava – Slovakia National Theatre – 2017

The organization type of the partner starts by national EV Associations, energy utilities, charging infrastructure operators and the on. All of them have a common interest to bring electric mobility forward. And all of them are very strong motivated to do so. They are also the key-success-factor to reach the

community due to their strong networks. We ourselves investing a lot of efforts to support them and strengthen the successful relationships to improve further.

1.3.2 EV Driver-Community



Figure8: Start in Munich 2017 - Team ELEKTROMOBILY CZECH – Jaromir Vegr and Mojmir Hrouz with Citroen AXXL

The 1000 EVs in motion! community project together with our partners invite all users of EV’s to come from the corresponding surroundings to the nearby ‘eMeetingpoints’ and ‘eMOBIL’ Events. We are focusing mainly on social media, newsletter and our strong website to reach the EV users and mobilize them to join. Thus, it has been the biggest eMobile-Community-Event in Europe yet. The Peer-to-Peer contact of the drivers themselves and the soon to become EV users is a very strong driver bring EVs in the market.



Figure9: Winner of the C2 Category 2017 - Team LEMnet Europe e.V. – Heiner Sietas and Dirk Asmus with Renault ZOE

References

- [1] *eTourEurope Road Book*, <http://www.etoureuropa.eu/organization/>, accessed on 2017-02-17
- [2] *eTourEurope Rules* <http://www.etoureuropa.eu/wp-content/uploads/Rules.pdf>, accessed on 2017-02-17

Werner Hillebrand-Hansen



Studied mechanical engineering and graduated with the topic: “Yield control of photovoltaic power plants”. Founding Board of Sonnenkraft Freising e.V. in 1989 and participation with a solar vehicle at the Tour de Sol in Switzerland 1990. Organizer of four Bayern Solar EV Rally’s in the nineties. Founding Board of Stadt Teil Auto Freising e.V. in 1992 a car sharing organization. 16 Years of experiences in the renewable energy industry. Since 2012 managing director of eProjekt and since 2015 of eProjekt TNS GmbH. Founding Board of Bürger-Energie-Genossenschaft Freising eG. Managing director of Energienetz Neufahrn/Freising Verwaltung GmbH.