Summary

Berlin-Brandenburg International Showcase for Electromobility Application
January 16, 2012

www.emo-berlin.de
Starting point

Berlin and Brandenburg are pioneers in developing innovative forms of mobility and renewable energy. The region has extensive experience as a large-scale laboratory for practical applications. As an international “showcase of showcases”, it offers every condition needed to advance Germany’s development as a leading market and provider in the field of electromobility.
Prior activities and current initiatives

- For decades now Berlin-Brandenburg has been an attractive testing ground for integrated mobility products with future-oriented drive systems, such as vehicles powered by natural gas or hydrogen. The Federal Ministries of Economics and Technology (BMWI), Transport, Building and Urban Development (BMVBS), Environment, Nature Conservation and Nuclear Safety (BMU) and Education and Research (BMBF) have been supporting numerous electromobility projects since 2008. The successive launch of new projects is further strengthening electromobility in the region.

- These projects cover a broad spectrum, from individual motorized vehicles for private households to fleets of shared e-cars and electric freight transport. Renewable energies and load management for energy grids play prominent roles in these projects. Berlin also offers many sites where residents and visitors can directly experience electromobility, and its 220 public charging points are the highest number of any city in Germany.

- The federal states of Berlin and Brandenburg are strongly committed to electromobility: The “Berlin 2020 Electromobility Action Program”, which was developed in 2011 in close cooperation among the state governments, business and research, highlights the importance of electromobility for the region. Electromobility is consequently one of the eleven focal points of the new Berlin government agenda (Regierungsplan) from 2011. Berlin is therefore contributing state funding of up to 25 million euros to the showcase’s projects. In addition, the state itself is seeking to set an example by e.g. converting up to 10% of its vehicle fleet to sustainable drive systems and by expanding the infrastructure of public charging points.

Features of the region

- Germany’s “business card”: As the seat of the German government and the site of embassies and associations, Berlin is the destination for many delegations and visits of state. Berlin is also a center of national and international media, which bring the city into millions of households and give it a high international profile on a daily basis.

- Magnet for tourists and talent: With around 130 million day visits and nearly 21 million overnight business stays per year, Berlin is not only the city in Germany visited most often, but also the third most often visited city in Europe. In addition, around nine million participants make it the number one city for conferences in Germany and number four in the world. The city exerts a magical draw on young, creative people from around the world who are enthusiastically committed to innovative sustainability-related issues.

- Front-runner in environmentally friendly transportation: New mobility concepts and products are very well received by an open and curious public, because the region has a very well developed network of public transportation and approximately half of the households in Berlin do not possess cars. This favors intermodal mobility services and car-sharing models that promote a flexible selection of transportation options.

- Sustainable energy production and supply: The energy-producing state of Brandenburg can provide the entire region with renewable energy, while the energy-consuming state of Berlin can contribute to energy storage and load management. The region is thus very well suited to use electromobility to explore the interplay of renewable energies, intelligent grid management and intermediate energy storage.

- Trans-company cooperation: The region is the right place for joint projects and standardization in the electromobility sector. There is great willingness to become involved along the entire value-added chain on the part of leading large firms as well as innovative small and medium-sized enterprises (SMEs). One reason for this is the fact that while all automobile makers in Germany are present, no single automobile maker dominates the region.

- Renowned interdisciplinary research and education: The region possesses first-class research and educational expertise for the entire value-added chain of the electromobility system. Prominent research institutes are located here, and at Berlin’s Technische Universität alone, 21 professorships from all branches in four out of seven faculties have formed a “Research Network on Electromobility”.

E-city logistics
Objectives and implementation

Together with roughly 250 partners, the two states of Berlin and Brandenburg used this project sketch in their application as an “International Showcase for Electromobility”. The application reflects the desire to contribute substantially to implementing the federal government’s electromobility program (Regierungsprogramm Elektromobilität) and the National Development Plan for Electric Mobility from the NPE (National Electric Mobility Platform). The region itself seeks to become a leading European metropolis in electromobility, which will highlight the innovative power of German business. With the Berlin Agency for Electromobility eMO, the capital region already possesses a recognized implementational structure for managing the showcase.
The Berlin-Brandenburg electromobility showcase is defined by four unique features: 1) diversity, 2) direct experience, 3) networking, and 4) international profile.

1. The capital region possesses a diverse array of different vehicles, charging strategies and projects. As such, very different business models with different user requirements can be tested and further developed.

2. All of these strategies and projects nevertheless pursue a shared objective of flexible, simple and user-friendly application, which will enable all user groups to directly experience electromobility.

3. By networking mobility solutions with the energy grid and with innovative ICT-based business models, full advantage will be taken of the potential for new and sustainable intermodal, electromobile transport.

4. The capital region can unite all the activities of Germany’s showcase projects in a "showcase of showcases" and make them visible on an international scale.

The showcase will shine a spotlight on 74 projects in Berlin-Brandenburg. Of these, it is proposed that the federal government support 35 core projects with a total of approximately 165 million euros from the showcase program for an average federal funding quotient of 29% percent. Industrial sources will invest around 75 million euros, already secured by letters of intent. Berlin will provide up to 25 million euros of state funding.

The 74 projects are to yield a framework volume of approximately 5,200 e-vehicles (4,000 e-cars and utility vehicles and around 1,200 pedelecs). In addition, there are expected to be around 10,000-12,000 cars and trucks in fleets and private households (based on NPE market extrapolations). This would yield around 15,000 electric vehicles on the streets of the capital region by 2015. The showcase’s projects are also expected to establish more than 3,700 public and private charging points. Of these, the state of Berlin alone seeks to build around 1,400 public charging points in cooperation with energy providers.

The Berlin-Brandenburg showcase is borne by 257 project partners, including 107 large firms, 90 small and medium-sized enterprises (SMEs), 34 R&D and educational facilities, and 24 chambers, associations, networks and other institutions, in addition to the two federal states. With BMW, Daimler, Ford, Opel and Volkswagen (Audi and VW brands), the partners include all the major German automobile makers as well as additional smaller car makers. In addition, Fiat, Mitsubishi, PSA (Peugeot and Citroen brands), Renault Nissan, Toyota and Volvo are involved. This means that 14 global automotive brands and nine of the ten highest-selling car makers in the world are participating.

With Siemens, Bosch, Continental and Bombardier, the leaders in the energy technology and automotive engineering sector are also on board. The transport and logistics sector is represented by the international companies Deutsche Post (with DHL), TNT Express, UPS and Hermes, and the passenger transportation sector is represented by market leader Deutsche Bahn as well as by one of the largest public transportation companies in Europe, the Berliner Verkehrsbetriebe (BVG). With Vattenfall, E.ON and RWE, three of the four major German power companies are represented. And with Vodafone, Nokia and Capgemini plus Siemens and Bosch once again, leading companies from the information and communications technology sector (ICT) are also behind the project. In addition to these top companies, 90 small and medium-sized enterprises form a crucial pillar of Berlin-Brandenburg’s application, accounting for a good third (35%) of the participants.
The showcase approach takes technologies and applications that are ready for the market already or that will be commercially viable in the near future, and puts them into practice. It is designed to raise public awareness of the concrete benefits of electromobility, and also to enable people to experience these benefits directly. The showcase therefore highlights projects in four focal areas of application, each of which intersects with at least one of the three subsystems of vehicles, energy and transportation. These four focal areas are: Driving (mobility), Energy storage (smart grid), Charging (infrastructure) and Coordination (nexus).

The focal area of Coordination (nexus) unites the three subsystems and contains all three fields of action: information and communications technology (ICT), qualification and services, and the electromobility quarters. Trans-area functions are assumed by the fields of Review (monitoring & evaluation), Integration (standardization), Marketing (PR work) and Direction (program management).
Public relations

Berlin-Brandenburg will use its outstanding international (media) presence to highlight not only its own showcase. As a “showcase of showcases”, the capital region invites the other showcase regions to present their activities and results to an international audience here. This offer also extends to other topic-specific projects sponsored by the Ministries of Economics and Technology (BMWI), Transport, Building and Urban Development (BMVBS), Environment, Nature Conservation and Nuclear Safety (BMU) and Education and Research (BMBF) as well as other programs. For this purpose, the state of Berlin seeks to build a new, central and prominent informational and educational electromobility site on the internationally high-profile premises of the former Tempelhof Airport, namely the Tempelhof Electromobility Competence Center (eTHF).

In keeping with the specified approach of uniting the projects into showcases and thus raising their visibility, the density of electromobility sites in Berlin-Brandenburg will be further increased. These are 10-12 geographical locations in the region that inform the public at large about electromobility, and wherever possible also allow the public try out and directly experience this technology. Sites of note here include the “elec-
trified” Potsdamer Platz in the Mitte district of Berlin with its high number of international visitors, the Efficiency House Plus with Electric Mobility from the Federal Ministry of Transport, Building and Urban Development in the Charlottenburg district, the EUREF campus and the Süd kreuz train station with an “intelligent mobility station” in the Schöneberg district, the new Berlin Brandenburg Airport (BER) in Schönefeld, and further informational sites in the Berlin city center such as at the central train station (Hauptbahnhof) and on Alexanderplatz.

In addition, plans call for new framework conditions to be tested and systematically evaluated at laboratory areas in e.g. the Steglitz/Friedenau area of Berlin. The showcase also calls for creating an information and data platform. Among other things, this will provide the necessary input for concomitant research on use, technology and environmental effects.
List of participants
As of January 16, 2012

Automobile makers

Large firms
1. Adam Opel AG
2. Audi AG
3. BMW AG
4. Bombardier Transportation GmbH
5. Citroën Deutschland GmbH
6. Daimler AG
7. Derby Cycle AG
8. Ford-Werke GmbH
9. German E-Cars Research & Development GmbH
10. Iveco Magirus AG
11. Mia electric GmbH
12. Mitsubishi Motors Deutschland GmbH
13. Peugeot Deutschland GmbH
14. Renault Nissan Deutschland AG
15. Solaris Bus & Coach S.A
16. Toyota Deutschland GmbH
17. Volkswagen AG
18. Volvo Technology Corp.
19. Vossloh Kiepe GmbH

SMEs
20. BALTEC Ship Design GmbH
21. bartsch GmbH
22. Biketec AG
23. CONSTIN GmbH
24. CTM Fahrzeugbau GmbH
25. e-Wolf GmbH, Deutz
26. GRACE GmbH & Co KG
27. Veloform Media GmbH

Information and communications technology

Large firms
43. AGT Group GmbH
44. Alcatel-Lucent Deutschland AG
45. Bosch Software Innovations GmbH
46. Capgemini Deutschland GmbH
47. NAVTEQ North America, LLC
48. Nokia GmbH
49. Orga Systems GmbH
50. PTV Planung Transport Verkehr AG
51. VMZ Berlin Betreibergesellschaft mbH
52. Vodafone AG

SMEs
53. D’Angelico Acoustic Consult
54. HaCon Ingenieugesellschaft mbH
55. LAB S.r.l.
56. MGE Data spol. s.r.o
57. VIOM Gesellschaft für Mobile Business Technologies mbH

Automotive/energy technologies

Large firms
58. ABB B.V.
59. BFFT GmbH
60. Continental AG
61. Karosseriewerk Dresden GmbH
62. Robert Bosch Car Multimedia GmbH
63. Robert Bosch GmbH
64. Saudi Basic Industries Corporation (SABIC)
65. Schneider Electric GmbH
66. Siemens AG
67. Solon SE
68. ThyssenKrupp AG
69. TURCK duotec GmbH

SMEs
70. August Vormann GmbH & Co. KG
71. BAE Batterien GmbH
72. Blyss Transporttechnik GmbH
73. DIGALOG GmbH
74. eM-PRO Elektromob. GmbH
75. Finow Automotive GmbH
76. FlammMotec GmbH & Co. KG
77. Göttling KG Funk- und Sensortechnik
78. Gustav Scharnau GmbH
79. Heliocentris Energiesysteme GmbH
80. H. Römmler – Kunststofftechnik GmbH & Co. KG
81. MACCON GmbH
82. matino GmbH
83. Mizar Automazioni S.r.L.
84. Mücke Motorsport GmbH
85. MX Composites Ltd.
86. Picasso-Systems GmbH
87. PVLflex Solar GmbH
88. Rubitherm Technologies GmbH
89. Schulzendorfer Elektro GmbH
90. sge Group AG
91. SolarWaterWorld AG
92. TGM Gewirtschamagement GmbH
93. ubitricity Ges, für vertelle Energiesysteme mbH
94. VOLTARIS GmbH
95. Walter Automobiltechnik GmbH
96. Weber Motor GmbH
97. WESTA Fahrzeugbau GmbH
98. Flughafen Berlin Brandenburg GmbH
99. Hermes Logistik Gruppe Deutschland GmbH
100. Meyer & Meyer Holding GmbH & Co. KG
101. NEB Niederbarnimener Eisenbahn AG
102. NTM Entsorgungs systeme GmbH
103. P&H Logistik AG
104. PIN AG
105. Rhenus Home Delivery GmbH
106. S-Bahn Berlin GmbH
107. Stadtentsorgung Potsdam GmbH
108. TNT Express GmbH
109. TÜV Rheinland Kraftfahrt GmbH / TÜV International GmbH
110. United Parcel Service Deutschland (UPS)
111. VBB Verkehrsbund Berlin-Brandenburg GmbH
112. ViP Verkehrs betriebe in Potsdam GmbH

SMEs
113. AWU Abfallwirtschafts-Union Oberhavel GmbH
114. Hüffermann Transportsysteme GmbH
115. Interface Transport
116. Messenger Transport + Logistik GmbH
117. TaxiFunk Berlin TZB GmbH
118. Verkehr Human GmbH
119. yoove Mobility GmbH

Real estate/property services

Large firms
119. Alcino Parkgaragen GmbH
120. DB Fernverkehr AG
121. DB Fuhrpark GmbH
122. DB Vertrieb GmbH
123. Dekra e. V.
124. DHL Solutions Fashion GmbH
125. DriveNow GmbH & Co. KG

SMEs
126. Am Urban Grundstücks GmbH & Co KG
127. EUREF AG
128. Möckernkiez e. V.
129. Möckernkiez Genossenschaft
130. Schlossstraβe hat es e. V.
131. Tempelhof Projekt GmbH

Transport and logistics

Large firms
98. ADAC Fahrsicherheits-zentrum Berlin Brandenburg GmbH
99. ALBA Berlin GmbH
100. Athlon Car Lease Germany GmbH & Co. KG
101. Berliner Stadtreinigungsbetriebe (BSR) AöR
102. Berliner Verkehrsbetriebe (BVG) AöR
103. Better Place
104. Car2Go GmbH
105. Clipper Logistics Group Ltd.
106. Contac GmbH
107. DB Fernverkehr AG
108. DB Fuhrpark GmbH
109. DB Rent GmbH
110. DB Vertrieb GmbH
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137. DB Bahn Park GmbH
138. DB Station & Service AG
139. ECE Projektmanagement G.m.b.H. & Co. KG
140. GRG Services Berlin GmbH & Co. KG
141. PPMG Potsdamer Platz Management GmbH
142. SEB Asset Management AG
143. WISAG Facility Service Holding GmbH & Co. KG

SMEs
144. Am Urban Grundstücks GmbH & Co KG
145. EUREF AG
146. Möckernkiez e. V.
147. Möckernkiez Genossenschaft
148. Schlossstraβe hat es e. V.
149. Tempelhof Projekt GmbH
R&D/education

Universities/institutes
150. Beuth University of Applied Sciences
151. Brandenburg University of Technology Cottbus (BTU)
152. DAI Labor (laboratory) Technische Universität Berlin
153. Berlin University of Applied Sciences (HTW)
154. Humboldt-Innovation GmbH
155. Internationale Akademie gGmbH
156. Institute for Transportation Design
157. Technical University of Applied Sciences Wildau
158. Technische Universität Berlin
159. Ilmenau University of Technology
160. TU-Campus EUREF gGmbH
161. University of Newcastle upon Tyne
162. University of Westminster

Non-university institutes
163. BAM – Federal Institute for Materials Research and Testing
164. Borderstep Institut gGmbH
165. Centro Ricerche FIAT
166. Deutsches Institut für Urbanistik gGmbH (Difu)
167. DLR – German Aerospace Center
168. Ford Forschungszentrum Aachen GmbH
169. Forschungszentrum Jülich GmbH
170. Fraunhofer Institute for Production Systems and Design Technology (IPK)
171. Innovation Centre for Mobility and Societal Change (innoZ)
172. Institute of Railway Technology (IFB)
173. Institute for Energy and Environmental Research Heidelberg (IFEU)
174. Interuniversity Consortium for Optimization and Operation Research
175. Konrad-Zuse-Zentrum für Informationstechnik Berlin (ZIB)
176. Lernfabrik Neue Technologien Berlin - bbw Bildungszentrum GmbH
177. NEA Transport Research and Training
178. Oberstufenzentrum für Kfz-Technik Berlin
179. Institute for Applied Ecology e.V.
180. Physikalisch-Technische Bundesanstalt (PTB)
181. Reiner Lemoine Institut gGmbH
182. TNO Nederlandse Organisatie voor Toegepast Natuurwetenschappelijk Onderzoek
183. Zentrum für Sonnenenergie- und Wasserstoff-Forschung

Services.trade

Large firms
184. AWO Pflegegesellschaft gGmbH
185. Beuth Verlag GmbH
186. Deutsches Institut für Normung e.V. (DIN)
187. Dornier Consulting GmbH
188. Drees & Sommer GmbH
189. euro engineering AG
190. Happold Ingenieurbüro GmbH
191. INPRO Innovationsgesellschaft für fortgeschrittene Produkt systeme in der Fahrzeugindustrie mbH
193. Joeys Pizza Service (Deutschland) GmbH
194. Karstadt Warenhaus GmbH
195. Office Depot Deutschland GmbH

SMEs
196. A°ID Architektur + Industrial Design
197. Albotronic
198. ARGE Ingenieurbüro B. Hüblner
199. Becker Büttner Held Rechtsanwälte, Wirtschaftsprüfer, Steuerberater
201. BLS Energieplan GmbH
202. Carzapp c/o Climate KIC
203. Celono Dr. Ing. Forchert
204. Choice GmbH
205. Esch Projekt
206. Graft Architekten
207. GRUPPO CLAS S.R.L.
208. Ingenieurbüro für Abfallwirtschaft
209. Ingenieurbüro Frank Neumann
210. ITF-EDV Fröschi GmbH
211. i-vector Innovationsmanagement GmbH
212. KCW GmbH
213. Klaus Ellinger GmbH
214. Krause LIB GmbH
215. Logistic Networks Consultants GmbH
216. LPG Biomarkt GmbH
217. MAXKON Engineering GmbH
218. MEDIAVITA Häuslicher Pflegedienst GmbH
219. mischen GbR
220. PPSP Projekte und Personal
221. RST Rail System Testing GmbH
222. Schütz Brandcom GmbH
223. Scube Parks Berlin GmbH
Chambers, associations, networks, other institutions

232. Albert-Schweitzer-Kinderdorf Berlin e.V.
233. aBB automotive Berlin-Brandenburg GbR
234. Berlin Agency for Electromobility eMO
235. Berliner Taxi Vereinigung e.V.
236. Berlin Partner GmbH
237. Björn Schulz Stiftung
238. German Association of Environmental Management e.V. (B.A.U.M.)
239. Bundesverband der Verbraucherzentralen und -verbände e.V. (vzbv)
240. European Road Transport Telematics Implementation Coordination Organisation S.C.R.L.
241. Europlatforms E.E.I.G.
242. Handwerkskammer Berlin
243. Innung des Kraftfahrzeuggewerbes Berlin
244. International Road Transport Union
245. Kompetenznetzwerk Nachhaltige Mobilität e.G.
246. Landesinnungsverband der Elektrotechnischen Handwerke Berlin/Brandenburg
247. Stiftung Deutsches Technikmuseum Berlin
248. TaxiDeutschland Landesverband Berlin e.V.
249. TSB Innovationsagentur Berlin GmbH
250. Independent Institute for Environmental Issues (UFU)
251. Verband der TÜV e.V. (VdTÜV)
252. Vereinigung der Unternehmensverbände in Berlin und Brandenburg e.V. (UVB)
253. visit Berlin – Berlin Tourismus & Kongress GmbH
254. Zweirad-Industrie-Verband e.V.
255. Zweiradmechaniker-Innung Berlin

Regional authorities

with their respective agencies and facilities
256. State of Berlin
257. State of Brandenburg

Note: Categorization of enterprises as large or small and medium-sized (SME) is based on criteria from the European Union and is subject to change.

Photo credits:
P. 2 H. Hirsch, P. 3 TSB, P. 4–5 Berlin Partner GmbH | Dirk Lässig
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<table>
<thead>
<tr>
<th>Status</th>
<th>Club Member</th>
<th>Partner</th>
<th>Premium Partner</th>
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<td>As of 08/2012</td>
<td>4,900 €</td>
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<td>Large enterprises*</td>
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<td>9,000 €</td>
<td>24,000 €</td>
</tr>
</tbody>
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* As in the EU guidelines for subsidy programs, large enterprises are defined as having either more than 250 employees, or an annual turnover exceeding 50 million euros and an annual balance sheet exceeding 43 million euros — or both.

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☐ I would like to become a **Partner**. Please send me information and contract documents.

☐ I would like to become a **Club Member**. Please send me information and contract documents.

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☐ I would like to know more about eMO and the “Berlin-Brandenburg International Showcase for Electromobility”.

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Company, Institution

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Name, First Name

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Function

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Address (Street, Number, Postal code, City)

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E-mail

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Telephone, Mobile phone

Please reply to: info@emo-berlin.de | F +49 30 39980-239

www.emo-berlin.de
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Berlin Agency for Electromobility

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- Nissan
- Driev
- BAE
- ADAC
- yooove
- Total
- Potsdamer Platz
- Berlin Tempelhof Projekt
- Berlin Tegel Projekt

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- Telematics PRO

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eMO is an agency of the state of Berlin, operated by Berlin Partner GmbH and TSB Innovationsagentur Berlin GmbH. Partners include the state of Brandenburg, businesses and research institutions.

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