



OBJECTIVES ACHIEVED FOR THE 3rd ANNUAL EVER MONACO TRADE SHOW

Monaco, 10 April 2008 – The third annual EVER trade show, which was held 27-30 March 2008 at the Grimaldi Forum in Monaco, was extremely successful this year: it attracted nearly 10,000 visitors, representing a traffic increase of 84% over 2007. Furthermore, the event featured 62 exhibitors, as opposed to about 50 last year.

During the first two days of Ever Monaco, the walkways at the trade show were mostly trod by professional and institutional key players. Starting on Saturday, however, the trade show broke attendance records as the general public arrived in droves.

One of the key benefits of the trade show was to allow visitors to try out the concept of sustainable mobility, with the option of test driving approximately thirty vehicles running on alternative energy (hybrid cars, electric cars, hydrogen-powered cars, electric scooters, and electric-assist bicycles...).

Biofuels, clean two-wheeled vehicles, road pricing, the wood industry...all these key, environmentally relevant topics were the subjects of lectures and round table discussions at the 3rd annual EVER Monaco trade show. These debates allowed key players from the areas of politics, economics, science, and technology to exchange their viewpoints on issues related to sustainable development and the new mobility.

Organised by the Automobile Club of Monaco to take place at the same time as the exhibition, the 2nd Annual Monte Carlo Rally for Alternative Energy Vehicles was held between Lugano, Clermont-Ferrand, and Monaco. The 62 crews thus embarked upon this real athletic competition, which also served as an opportunity to confirm the enormous potential of these vehicles in terms of consumption and eco-friendliness. This second race was a success, especially since, in comparison with the first race, held in 2007, twice as many participants took part this year. The results are available at www.acm.mc

A grand prize lottery was held in collaboration with HSBC Private Bank and the Feel Green company, giving visitors the chance to win a hybrid Toyota Prius and an electric-assist bicycle. This contest also helped to rouse the zeal of visitors.

After the lottery drawing, Michel Lebon (Ferrières St Hilaire – Zip code: 27270) was announced as the winner of the Prius Hybrid, while Josette Borgheresi (Cap d'Ail – Zip code: 06320) became the owner of an electric-assist bicycle.

Loyal to the event, HSH Albert II, Sovereign Prince of Monaco, once again showed his support, primarily by appearing at the inauguration of the exhibition and awarding prizes for the 10th annual Jeun'Elec competition. During these inaugural festivities, he was given a hydrogen-powered BMW Series 7 by the German manufacturer.

During this 3rd annual trade show, the organisers were able to observe a real "commitment to ecology" demonstrated by the 9,200 professionals and private individuals in attendance.

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In conclusion, the success of this event was due to a number of factors, including greater awareness of environmental issues among private individuals, companies, and public institutions.

The organisers of the fair have already fixed a date for the fourth edition of EVER Monaco: March 26-29, 2009.

About EVER MONACO

The trade show dedicated to Ecological Vehicles and Renewable Energies

“Cleaner” mobility and the expanding use of renewable energies will be the main topics explored at EVER Monaco 2008.

The Grimaldi Forum’s Espace Ravel will host a trade show dedicated to ecological vehicles (electric, hybrid, fuel cell, gas and biofuel, as well as any propulsion method with a real ecological benefit), to battery manufacturers, equipment manufacturers, etc., as well as an exhibition dedicated to renewable energies (environment-friendly initiatives and energy savings).

Conference and round table discussions on “sustainable mobility and renewable energies” will give key players in the areas of politics, economics, science, and technology the opportunity to exchange their viewpoints on issues relating to sustainable development in general and, in particular, on climate change and its consequences.

More information is available at <http://www.ever-monaco.com>

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