



Wrapping things up ... OBJECTIVES MET FOR THE 5th EDITION OF THE EVER MONACO TRADE SHOW!

Monaco (April 8th, 2010) – EVER Monaco 2010, the trade show for environmentally-friendly vehicles and renewable energies which took place from 25 to 28 March at the Grimaldi Forum, was once again a resounding success, with **10,200 visitors, 70 exhibitors, 100 speakers and 40 test vehicles!**

During the four-day event, various automobile and original equipment manufacturers unveiled to the public and professionals in attendance their latest "green" innovations, including in particular production vehicles already on the market or in the marketing phase. A number of them also took advantage of their trip to Monaco to sign or formalize agreements with the Principality and other organizations. More than a showcase, Ever Monaco has become a not-to-be-missed event!

In addition to being an exhibition, EVER Monaco was the scene of scientific conferences and round tables during which political, economic and scientific experts exchanged their points of view and experiences on the topics of Energy and Sustainable Mobility. This year, environmental issues related to transport, air quality, health and renewable energies were the subject of numerous discussions.

But EVER Monaco is also an excellent opportunity to test vehicles, whether they are production, preproduction or prototype models. The streets of the Principality, generally filled with sport coupes and noisy, polluting luxury sedans, were host to no fewer than 40 clean energy vehicles, many just as luxurious and sporty. Non-polluting bicycles, motorcycles, cars and utility vehicles allowed the largest possible number of people to see that zero-emissions mobility is more than just an idea – it is a reality.

Outside the trade show, the 4th Alternative Energy Vehicle Rally was held. This extremely popular event, which appears on the official calendar of the IAF, brought together just over 100 competitors (a record!) this year, all of whom were invited to an exquisite awards ceremony in the ballrooms of the Hôtel de Paris on Sunday 28 March. *Get all the results at www.acm.mc*

Two-wheel vehicles were also in the spotlight with the 2nd electric 2-wheel performance challenge - "Georges Dick" Trophy, organized in partnership with the Motorcycle Club of Monaco, which pitted 15 vehicles representing 9 makes and 7 categories against each other in two events: battery life and acceleration. At the end of this Challenge, each participant was awarded a prize by the Motorcycle Club of Monaco. (Rankings available upon request).

The closing event of the show on Sunday 28 March was a random drawing organized in partnership with HSBC PRIVATE BANK. The winner was Mrs. Martine Anfossi of Valbonne (06), who drove off behind the wheel of a Toyota Prius III Hybrid.

Encouraged by the show's growing success, the organizers invite you to mark your calendars for the 6th edition of Ever Monaco from 31 March to 3 April 2011 !

Images and videos available upon request.
More information available on : www.ever-monaco.com

Contacts

PRESS : Point Virgule - Vanessa Perez 01 73 79 50 74 / 06 09 38 63 00 vperez@pvirgule.fr

Ecological vehicles : MITI - Vanessa Cantel +377 93 50 13 44 / cv@miti.mc

Renewable energies : MC2D - Philippe Napoléon +377 97 77 54 21 / napoleon@ever-monaco.com

Conferences : MC2D - Ariane Favaloro +377 97 77 54 21 / arianefavaloro@ever-monaco.com

Ever Ahead : LYM - Jean-Claude Dourousseaud +33 1 72 01 1000 / jcd@everahead.com