IAA 2011: With the "Boulevard of the Future" Siemens is backing electric mobility

Under the motto "Future comes as standard", the 64th International Auto Show (IAA) will open its doors in Frankfurt, Germany from September 15 to 25, 2011. This year's show will focus on electric mobility. With the "Ecosystem Electric Mobility" in Hall 4, there will be for the first time an exhibition area offering a comprehensive overview of all aspects of electric mobility, so that visitors and exhibitors can engage in intense dialog. The program will also include a specialist convention of the same name, bringing together all the leading vendors from all the industries involved.

For Siemens, the IAA 2011 is all about integrated electric mobility. Siemens is taking this opportunity to present its "Boulevard of the Future" at IAA Hall 4.0, Booth B 19. This will give visitors an insight into the extensive product portfolio by means of interactive modules. The portfolio ranges from components for the electrical powertrain, through suitable charging infrastructure, all the way to customized software solutions. This positions the "Boulevard of the Future" as the IAA interface between automobile manufacturers and energy vendors, and makes it immediately accessible to visitors.

You can find more detailed information on the Siemens presence at the IAA shortly at http://www.siemens.com/iaa

Electric mobility in practice

Siemens is investigating the suitability of electric vehicles for daily use nationwide with its internal pilot project, Project 4-S (4Sustainermobility). Siemens employees have been testing a fleet of 100 vehicles since November 2010. As well as garnering more precise knowledge of how the vehicles behave in use, the aim of the project is also to gain sound information on possible vehicle and infrastructure requirements. With this field experiment, Siemens is underlining its integrated approach to the future-oriented market of electric mobility.