

# Bertha Benz Challenge

Sustainable Mobility on the World's Oldest Automobile Road

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## The Closing Event of „Automobile Summer 2011“:

**Germany and the world are looking back at 125 years of automobility – the Bertha Benz Challenge will offer an inspiring insight into the automobile's future!**

Today's combustion engine driven motor traffic, and the necessary petrol, quite obviously are reaching their limits. Therefore alternative drive systems must now be developed.

This does not only require fundamental decisions, but also responsible decision makers.

That's why we are pleased to present to you the „Bertha Benz Challenge“ today!

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## Who can participate?

### Open only to future-oriented vehicles:

**All vehicles with alternative drive systems – electric and hybrid vehicles, hydrogen and fuel cells vehicles – as well as extremely economical and environmentally friendly vehicles!**

### Open only to future-oriented sponsors, donators and supporters:

**All firms, institutions and persons, that are interested in the protection of our environment and climate, and are deeply concerned about the future of our children!**

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## Historical background

When Dr Carl Benz invented the automobile in Mannheim/Germany in 1885/1886, nobody wanted to buy it!

But when Bertha Benz, his wife, proved that the horseless coach could handle long distances in 1888, it became a huge success – with almost a billion drivers worldwide today!

This very success forces us today to set the course for alternative drive systems and the future of sustainable mobility!

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## **Visible to All - from the Halls onto the Road!**

Today's situation concerning future-oriented drive systems is quite similar to that of Dr Carl and Bertha Benz in 1888:

The vehicles are usually presented statically standing in exhibition halls, instead of dynamically proving to the world that they are already suitable for daily use – as brave Bertha Benz did in 1888.

That's why we do not only want to admire these innovative cars in the exhibition halls of Geneva, Tokyo, Shanghai, etc., but we would like to move sustainable vehicles from the halls onto the road together with you, so that more people will learn that future-oriented cars are already available today, and many of them can already be bought!

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## Why is it so important today?

In the US there are already 800 cars per 1,000 inhabitants, in China only 17 cars per 1,000 inhabitants so far!

At the same time the economy is growing dramatically in China, and the population is 4.5 times bigger than that in the US!

And do not forget the dramatic development in India!

Growing global thirst for fossil fuels is not only driving gasoline prices around the world, but without alternative drive systems it would lead to an unacceptable destruction of our environment worldwide.

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## What is the institutional framework?

The Bertha Benz Challenge is embedded in the framework of the closing ceremony of „Automobilsummer 2011“ (Automobile Summer 2011), the big official German event and birthday party commemorating the invention of the automobile by Dr Carl Benz in Mannheim 125 years ago.

These closing ceremonies will be taking place in Mannheim from September 9 - 11, 2011 (Friday – Sunday) in the run-up of the Frankfurt Motor Show (IAA), the world's most important automobile fair.

250,000 spectators are expected in Mannheim and along the 194 kms of the Bertha Benz Memorial Route.

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## When does the Bertha Benz Challenge exactly take place?

The City of Mannheim will invite to an international congress on the future of automobile mobility from **Sept 9 – 10, 2011** in the run-up of the IAA. This congress will be in Mannheim/Germany, where the automobile was invented 125 years ago. 1,500 top participants are expected to attend.

In the morning of **Sept 10, 2011** (Saturday) the Bertha Benz Challenge will start in Mannheim and head for Pforzheim (Black Forest). In the evening of **Sept 11, 2011** (Sunday) the participants will be back in Mannheim again.

For the world premiere of „autosymphonic“, including 80 cars, dozens of pupils, Xavier Naidoo and „Die Söhne Mannheims“, on **Sept 10, 2011** (Saturday evening), the City of Mannheim expects numerous guests.

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## The Highlight!

**On the following day (Monday) 15,000 journalists from 90 countries will travel to the Frankfurt Motor Show**, as the following two days are the press days of the IAA exhibit.

Since the distance between Frankfurt and Mannheim is only 80 km (50 miles), we will invite these 15,000 journalists not to travel to Frankfurt on Monday, but to Mannheim already for the weekend . So they can participate in the Bertha Benz Challenge and report on that dynamic event worldwide!

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## Only a single or recurring event?

In 2011 the Bertha Benz Challenge will take place for the first time.

But the Frankfurt Motor Show IAA as the leading international trade fair for automobiles takes place every two years.

So we are planning to organize the Bertha Benz Challenge every two years just before the IAA. Experts see a good chance for it to become the leading event in the field of sustainable mobility.

On the one hand this will be a very useful dynamic addition to the IAA, carried out on the world's oldest automobile road, on the other hand the participants will benefit again and again from the enormous number of 15,000 journalists from 90 countries!

# Bertha Benz Challenge

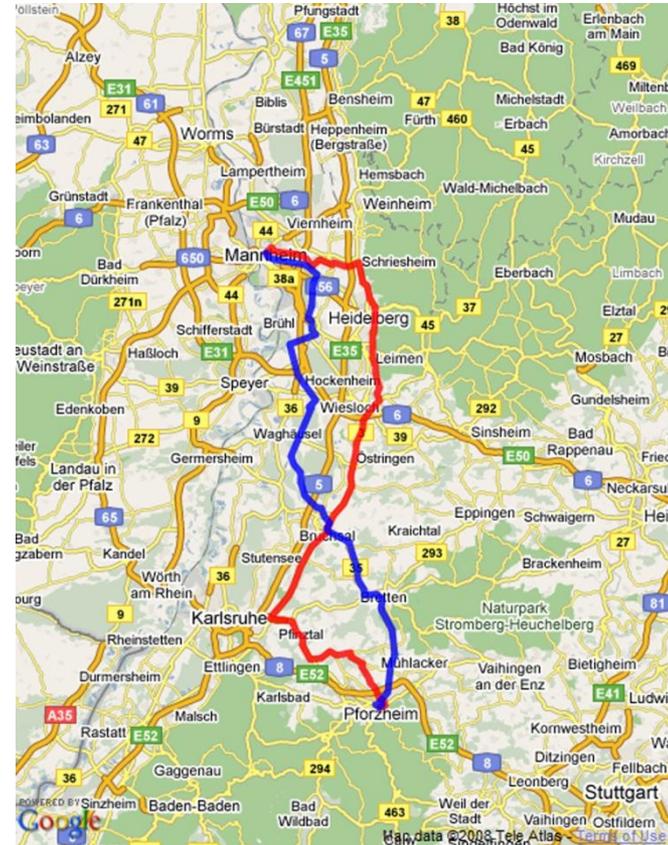
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## Which route?

The Bertha Benz Challenge will exactly follow the tracks of Bertha Benz' pioneer drive of the year 1888.

The outbound trip from Mannheim via Heidelberg to Pforzheim (Black Forest), approx. 104 km (64 miles) long, will follow a different route than the return trip from Pforzheim via Hockenheim to Mannheim, approx. 90 km (56 miles).

For city cars a shorter distance will be offered from Mannheim to Bruchsal and back (60 km, plus 55 km).



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## Who is organising the Bertha Benz Challenge?

Being a grass-roots society we initiated the „Bertha Benz Memorial Route“ to honour the life-time achievement of the German automobile pioneer Bertha Benz.

Meanwhile the Bertha Benz Memorial Route was officially approved by the authorities as a German Historic Route or Scenic Byway. The Minister for Economics of Baden-Wuerttemberg has agreed to assume patronage of the Route.

As the Baden-Wuerttemberg State Ministry suggested celebrating the official opening ceremony of the Bertha Benz Memorial Route within the framework of Automobilsommer 2011, the Bertha Benz Challenge 2011 is the inaugural ride of the new historic scenic byway as well.

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## **Non-profit and in the public interest!**

Both societies are completely independent of Daimler AG.

- a) The Bertha Benz Memorial Route e.V. is a non-profit society and managing the historic Bertha Benz Memorial Route.
- b) The Bertha Benz Memorial Club e.V. is the historic route's non-profit supporting society, which is in the public interest as well (comparable to a tax-exempt 501 (c) organization in the US).

Donations to the latter society are exempted from taxes in Germany.

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## Sponsorship and donations

There are huge challenges ahead, because we want to arouse the world's attention for sustainable mobility. That's why we are dependent on your financial support!

If you want to support us or position your company as a sponsor in such positive and promising surroundings, please contact us!

**Contact:** Frauke Meyer (Chairwoman)  
[info@BerthaBenzChallenge.org](mailto:info@BerthaBenzChallenge.org)  
Tel.: +49 – 62 21 – 87 43 57

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**Would you like to participate in the Bertha Benz Challenge yourself?**

Please inform us as soon as possible!

Your registration is absolutely non-binding at this point, but secures you a place in the final list of participants, and helps us when planning capacities, vehicle classes, etc.

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**Would you like to report on the preparations and the Bertha Benz Challenge?**

Please contact us!

It will be a pleasure for us to provide you with lots of background information!

Additionally we are looking forward to interesting discussions with you, or a personal or phone interview!

**Media contact:** Frauke Meyer (Chairwoman)  
[info@BerthaBenzChallenge.org](mailto:info@BerthaBenzChallenge.org)  
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## Would you like to be always kept up-to-date?

Please join our XING-group „Bertha Benz Challenge“! See:  
<http://www.xing.com/group-59376.9a4e94> The German version is already online, the English, Chinese and Japanese version will soon follow.

There you will find more highly competent comrades-in-arms, who are also interested in making our environment a better place to live.

You will regularly receive the latest news, but you may as well post your own messages, thus actively shaping the future of auto-mobility!

Basic membership in XING is free <http://www.xing.com>.

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## Invitation:

Dr Carl and Bertha Benz revolutionized the world's transportation of people and goods from Mannheim in the years 1886 and 1888.

Today we urgently need a second revolution in this field in order to make vehicles environmentally friendly and sustainable. This second revolution shall again start from Mannheim, in the run-up of the IAA and thus will be visible to the whole world.

**With the Bertha Benz Challenge we bring together the history of the invention of the automobile and its future!**

(Continuation)

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## Invitation (Continuation):

Anyone wishing to support us with commitment, expertise and / or financial donations is welcome!

By supporting the Bertha Benz Challenge, you will contribute significantly to an earlier and more sustainable mobility. And as this will be infinitely important for the future of our children, your support is deeply appreciated!

Yours,

Frauke Meyer  
(Chairwoman)

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## **PS: Further information on the historic Bertha Benz Memorial Route**

See our website [www.bertha-benz.com](http://www.bertha-benz.com), and our article „Bertha Benz Memorial Route“ in Wikipedia in 15 languages.

There you can find GPS-Downloads of the outbound and return trip, with exact altitude profiles, etc.

Thank you very much for your interest!

**Finally we have one great request to you:**

**Please forward this presentation to friends and other interested parties! Thanks a lot!**

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Bertha Benz (born May 3, 1849 - died May 5, 1944)

## In Memoriam

In August 1888 Bertha Benz went on the world's first long-distance trip with an automobile that was the most innovative vehicle of those days.

This was not only the breakthrough for the automobile, but it revolutionized the transport of people and goods.

2011 another automobile revolution shall start from Mannheim visible to the whole world.

But this time vehicles will be environmentally friendly and sustainable, more economic with alternative drive systems and of lightweight construction – ready for a better future!