

### CHANGING LANES IN THE CITY OF MOBILITY

The Pedelec Showroom in Stuttgart is a window on the new way to be mobile. With the support of the city of Stuttgart, we present your products in the best city center location, advise your clients on electric bicycles and offer interested people extended test rides. The hilly city of the automobile is rethinking – and the support for pedelec traffic is growing. Profit from this trend – with us as your partner.



### YOUR PRODUCT RIGHT NEXT TO STUTTGART'S MAIN TRAIN STATION

When you arrive at Stuttgart's main train station with your international guests, you are just a short walk away from the Showroom. There you will find your vehicles in immaculate condition and ready to be presented by the trained, multilingual Showroom team. We have time for you and your guests and offer you outstanding facilities for your business meetings.

### A TEST RIDE CONVINCES

All of us have witnessed how scepticism is replaced by a broad grin in the course of a short test ride. This is the transformation we want to bring about in as many people as possible. The Showroom should house a large choice of pedelecs, e-bikes and e-scooters - so every visitor can find the product which convinces him and makes him grin. We do not sell products – we provide information and refer buyers to your dealers.



### CENTER FOR QUALIFICATION AND NETWORKING

Our expert counselling turns the Showroom into a valuable source of information to consumers. At the same time, ExtraEnergy offers seminars and training courses to dealers and you, as our industry partner. Collecting statistics is another part of our service. That makes us a hub in the network of all market participants and a link to local political decision makers, who engage themselves ever more with new mobility.

### FACILITIES IN BEST LOCATION

Next to the Showroom we have spacious office accommodation at Kriesbergstraße 30, which is perfect for group events. The facilities can be rented for workshops and training courses for your dealers, seminars and business appointments. Projector and screen are at hand. We will gladly prepare the reception the way you wish.



### ADVERTISING SPACE

Where will you find a better position for your advertisement than in full view of Stuttgart's main train station? Each of our five front display windows and three side-windows offers an area of 4,60 meter (wide) x 1,90 meter (high). Here your brand name will immediately catch the eyes of all interested people, professional visitors and the passing trade.

### CONTACT

ExtraEnergy Pedelec Showroom • Kriesbergstrasse 30 • 70174 Stuttgart • Germany • [www.ExtraEnergy.org](http://www.ExtraEnergy.org)  
Uwe Schlemender • +49-(0)179-9174874 • [uwe.schlemender@extraenergy.org](mailto:uwe.schlemender@extraenergy.org)

## WE INVITE YOU TO PARTICIPATE

We offer you the following possibilities for the summer season of 2009:

### BASIC PACKAGE

- Presentation of a pedelec/e-bike/e-scooter in the Showroom centrally located at Stuttgart's main train station
- Comprehensive presentation of your product to visitors by trained, multilingual staff
- Possibilities to conduct test rides directly from the Showroom
- Renting for one, or more days, to enable interested people to experience the product in their own topography
- Every day your product moves around the Stuttgart region – if not from the Showroom, or as a rented product, then at events visited in and around the pedelec-friendly state capital city
- Service, cleaning and repair of your vehicle
- Data collection for your product. Once a month we send you the evaluation of your product as a PDF file
- Display of your brochures in the Showroom
- Referral of interested visitors to your dealers in the Stuttgart region

### EXTRAS

- Your company branding in the display window in full view of Stuttgart's main train station
- More advertising space in the Showroom
- Exclusive rental of our office accommodation for product presentations, dealer training courses, meetings, workshops etc.
- Participation in expert events via ExtraEnergy

### YOUR PART OF THE DEAL

- 200 Euro per product and month for the basic package
- We provide the staff - training staff members on your product is your responsibility
- Please provide us with a list of your dealers in the Stuttgart region
- You have to deliver replacement parts for your product upon request
- You have to publish a notice about the Showroom on your website
- We will gladly give you a quote for the Extras

We look forward to presenting our Showroom and services to you personally.

With kind regards,

You Pedelec Showroom Team

## CONTACT

ExtraEnergy Pedelec Showroom • Kriegsbergstrasse 30 • 70174 Stuttgart • Germany • [www.ExtraEnergy.org](http://www.ExtraEnergy.org)  
Uwe Schlemender • +49-(0)179-9174874 • [uwe.schlemender@extraenergy.org](mailto:uwe.schlemender@extraenergy.org)