

## PRESS RELEASE

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### **E-mobility arrives in Carinthia**

The business and tourism location profits from new mobility solutions

- E-mobility as a building block for a smart Carinthia which is fit for the future
- Start-ups, SMEs and major enterprises present fully operational e-mobility solutions at the *E-Mobility on Stage* event in Villach
- E-mobility has the potential to create up to EUR 3.1 billion of value in Austria by 2030

The future of mobility has arrived. This is demonstrated by the innovative e-mobility solutions which are already available and waiting to be applied. Many of them have been developed by, or in cooperation with, Austrian companies. This is impressively demonstrated at *E-Mobility on Stage*, an event organised by the cross-sector Austrian Mobile Power alliance in cooperation with Infineon Austria in Villach on 20 and 21 October. This technical event held on Infineon premises highlights the importance of e-mobility for the regions, with successful companies presenting their innovations in a practice and technology forum. E-vehicles are also available for free test drives, and visitors can try out a variety of charging technologies.

E-mobility could give Carinthia a head start in competing against other regions. "Sustainable mobility is now becoming tangible because the products are available and solutions are ready to be put into use," says Heimo Aichmaier, Managing Director of Austrian Mobile Power, the event organiser. "You only have to know about the products available, to recognise the opportunity and to act on it together. A regional concept and targeted rollout can generate strong advantages for Carinthia as a business location and tourist destination. Carinthia could lead the way here, and stand out as a pioneer in new mobility services."

#### **Potential as a holiday and technology region**

Transport and mobility play a key role in the sustainable location development of smart cities and smart regions. Carinthia is a frontrunner in technological terms. In Villach, industry giant Infineon produces chips which are used in state-of-the-art electric vehicles. According to Infineon Austria CEO, Sabine Herlitschka, "As a driver of innovation for hybrid and electric vehicles, Infineon semi-conductor solutions are having a decisive impact on the development of sustainable electromobility applications. There's plenty of technology from Villach in e-vehicles, and Infineon Austria has global business responsibility for parts of this segment." The chip manufacturer not only enables e-mobility, it also applies it within the company. "We have been providing our employees with charging stations for some time now, and this year have started including e-vehicles in our fleet for shorter business trips," says Sabine Herlitschka.

"This shows that e-technologies are already designed, produced and applied in Carinthia," says Governor Peter Kaiser at the opening of *E-Mobility on Stage*. "We set great store by clean solutions for a clean Carinthia. That's why we're actively promoting the use of e-mobility in Carinthia. Events such as the one today help in networking all the stakeholders, finding joint approaches, recognising the potential and exploiting the opportunities together."

E-mobility will be rapidly adopted over the coming decade. I am proud that Carinthia is a pioneer in this innovative sector.”

The discussions at *E-Mobility on Stage* indicate how Carinthia can take a comprehensive approach to the topic of e-mobility. Mobility for business and private transport, as well as for tourist guests, needs to be considered as a whole. It also helps in making e-mobility services a decisive competitive advantage for the tourist region.

“The aim is to raise general awareness of e-mobility, amongst the population, city officials, local communities and tourist regions. At our event we network the relevant players in order to share experiences and plan joint activities,” explains event organiser Heimo Aichmaier.

### **E-mobility accelerating throughout Austria**

E-mobility is an important subject not only in Carinthia but throughout Austria. Public transport needs to be significantly strengthened and the share of electromobility in road traffic massively enhanced in order to meet the specified climate targets. In addition to providing clean and sustainable transport, e-mobility is also an important locational factor. The scale of the value creation potential of e-mobility in Austria is clearly shown in the calculations made by Fraunhofer Austria together with Austrian Mobile Power: up to EUR 3.1 billion in added value and around 33,900 jobs could be created in the vehicle, charging and production technology sectors by 2030.

Incentives are being offered to potential users to make e-mobility more broadly attractive. Tax breaks including exemption from VAT and benefits in kind regulations since January 2016 are driving demand for zero-emission vehicles. The Austrian Mobile Power tax calculator available at <http://www.austrian-mobile-power.at/steuerrechner> shows companies and employees at the touch of a button the tax savings they can enjoy by using electric vehicles.

“Let's work together to develop and produce sustainable e-mobility technologies in Carinthia and implement sensible e-mobility solutions. This benefits the local inhabitants, tourists who holiday in Carinthia, as well as local innovative companies which create and secure jobs,” Managing Director Aichmaier concludes.

More information about *E-Mobility on Stage*, 20 – 21 October 2016, Villach:  
<http://www.austrianmobilepower.at/e-mobility-on-stage-2016>

### **About Austrian Mobile Power**

**Austrian Mobile Power** is a cross-sector platform designed to promote electric mobility in and from Austria. The association was founded in 2009 and includes key players from the fields of automotive technology, system providers, energy utilities, user technologies and professional associations. Its members include: ABB, AIT Austrian Institute of Technology, ARBÖ, Automotive Cluster Upper Austria, AVL List, blitzcar, BMW Group Austria, EC park & charge, Energie AG Oberösterreich, FEEI, G&F Handelsges.m.b.H, has.to.be., Hyundai, IBIOLA Mobility Solutions, Federation of Austrian Industries (IV), iconic product, INFINEON Austria, Innovation Service Network, KTM AG, LeasePlan Österreich, MAGNA, NISSAN Österreich, ÖAMTC, Oesterreichs Energie, OVE, Porsche Austria, Raiffeisen Leasing, Renault Österreich, REWE International AG, Robert Bosch AG, Siemens AG Österreich, SMATRICES, SWARCO TRAFFIC AUSTRIA, VERBUND AG, VIRTUAL VEHICLE and Wirecard CEE.



### **About Infineon Austria**

Infineon Technologies Austria AG is a group company of Infineon Technologies AG, a worldwide leading supplier of semiconductor solutions to make life more simple, secure and more environmentally friendly. Micro-electronics by Infineon reduces the energy consumption of consumer electronics, household devices and industrial installations. It contributes considerably to the comfort, safety and sustainability of vehicles and provides secure transactions in a connected world.

Besides Germany, Infineon Austria is the only site capable of meeting competencies for research & development, production as well as global business responsibility. Its headquarters is based in Villach, further branches are located in Graz, Klagenfurt, Linz and Vienna. With about 3,500 employees (1,300 of whom are in research & development) from around 60 nations, the company achieved a turnover of €1.4 billion in the 2015 fiscal year (ending in September). Infineon Austria is the most research oriented company in Austria with a research quota of 25% of the total turnover.

For more information, visit [www.infineon.com/austria](http://www.infineon.com/austria)

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