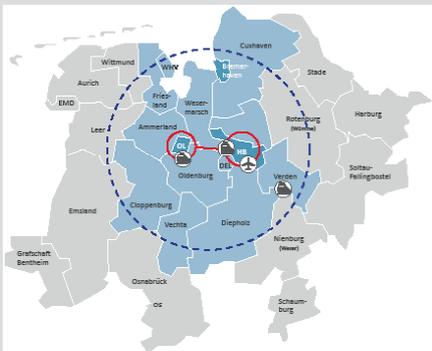


# New Mobility in Rural Areas

## Applied Electric Mobility – Technological Concepts – Mobility Effects



Modern society and economic prosperity are characterized by mobility and traffic. For the rural areas in and around Bremen/Oldenburg both have always been of utmost importance, even more so since mobility plays a crucial role in economic growth and employment. The aim of the project is furthering electric mobility in the region Bremen/Oldenburg, focusing on three main issues:

### 1. Applied Electric Mobility

Extension of electric mobility fleet tests and the demonstration of electric vehicles using different vehicles and vehicle types, directed to private and commercial use of electric vehicles, resp. fleet tests and their evaluation are fundamental to the investigation and optimization of electric mobility. In addition to the technology currently available on the market, the integration of new technologies in everyday life and the actual economic and ecological benefits are assessed.

### 2. Technological Concepts

Advancement and definition of new technological approaches in connection with experience and reactions, including IKT issues as well as conceptual vehicle development and charging technologies.

### 3. Mobility Effects

The evaluation and assessment of electric mobility with regard to ecology, economics, sociology, and transport policy, resorting to data and experience from ongoing fleet tests and data stored so far, resp. the common objective of these three issues is to broaden the experience with electric vehicles and to contribute to a continuous advancement of electric mobility in the region and beyond.

The points at issue are:

#### Partners in this project are:

- Fraunhofer Institute for Manufacturing Technology and Advanced Materials IFAM, Bremen
- German Research Center for Artificial Intelligence (DFKI) GmbH, Bremen
- CRIE Centre for Regional and Innovation Economics, Bremen
- B2M Software AG Karlsruhe
- H2O e-mobile GmbH, Varel
- Jacobs University Bremen gGmbH, Bremen
- Offis e.V., Oldenburg
- Bremer Energie Institut (BEI), Bremen
- Institute for Integrated Product Development (BIK), Bremen

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- Increasing awareness and public consciousness about issues and problems of “electric mobility”
- Demonstration and testing of vehicles and services based on varying mobility requirements
- Contribution to national positioning by international standards
- Involvement of all actors along the entire value chain
- Contribution to acceptance and continuous advancement of electric mobility in Germany
- Immediate realization of the technical “status quo” as part of “everyday scenarios”