

IMOBILITY CHALLENGE EVENT BARCELONA

Gabriel Simcic



Calendar / Location



▲ 16 - 17th November

▲ Over the weekend before the EVS to open event to Public.

▲ Science Museum Barcelona “CosmoCaixa”

▲ Technology demonstration for the public outside museum / exhibition inside museum.



Concept: Efficient mobility



2 themes:

▲ **ElectroMobility**

- ▲ Collaboration with [EU Electric Vehicle projects](#):

The smartCEM and MOLECULES project will demonstrate an electric scooter sharing service in Barcelona.

Two more projects yet to confirm demonstrations: MOBI.Europe and ICT4EVEU.

▲ **Intelligent in-vehicle systems** for energy efficiency and safety.

- ▲ Vehicle test drives for members of the public (see systems next slide).



eco-driving assistance



eco-driving coaching



real-time travel and
traffic info



e-call



dynamic traffic lights
and speed advisory



speed alert



cooperative adaptive
cruise control



start-stop system



fuel efficiency route



tyre pressure
monitoring system

Exhibition



- ▲ In addition to the technology demonstrations, an exhibition area inside the museum to explain iMobility systems to the public. Dedicated information materials (Brochure / leaflets) in local language.
- ▲ Videos / Animations explaining 'intelligent Mobility' systems.
- ▲ More info: www.imobilitychallenge.eu

Celebrity Ambassadors



- ▲ Celebrity racing champions at the event (tbc)

