



CHALLENGE BIBENDUM 2007

Start making your plans now...
to join us in Shanghai, CHINA

SHANGHAI

NOVEMBER 14 - 17, 2007

Rallying together towards sustainable mobility

In addition, a parade of vehicles to downtown Shanghai will give the Chinese public, with their fascination for innovations, the rare chance to get a close-up view of your best and brightest technologies.



The challenges of road mobility in a world of accelerating motorization

The skyrocketing energy requirements of burgeoning economies such as China and India, coupled with the continued high demand from industrialized countries, contribute to volatile fuel prices and questions about security of energy supply. The growing number of vehicles (trucks, buses, cars) around the world means more CO₂ emissions, additional traffic congestion and increased pollution, mainly in urban areas. The number of road fatalities is also unacceptably high and still increasing. **Sustainable growth calls for a cleaner, safer, more energy-efficient and freer flowing road mobility. How do we make this happen?**

When accompanied by well-shaped policies and regulations, the role of technology is to find solutions. For this reason Challenge Bibendum has, since 1998, invited entrepreneurs, industrialists and scientists, from an increasing number of countries worldwide, to share their visions and to present their technical solutions to policymakers and to hundreds of journalists who serve as the interface with the general public.

Cutting-edge technologies will help reconcile societal and environmental concerns with the evolution in road transportation. China, which is experiencing an exponential increase in its motorization, is working towards integrating this issue. For this reason, along with the intent to capitalize on the 2004 event, **the Challenge Bibendum 2007 will be held in Shanghai.**

The brand new Automotive Exhibition Center, part of the Shanghai International Automobile City (SIAC), will host the event. The center, with its recently completed road network, will be the venue for the vehicle demonstrations and the various ride & drive sessions. Several rally itineraries, depending on the vehicle category, will start from this central point.

Challenge Bibendum 2007 will be the occasion to showcase innovations for trucks, buses, cars and urban 2-wheelers as well as the progress in technology for road infrastructure. It will demonstrate to numerous government leaders and journalists from over 50 countries that solutions for a better road mobility already exist for present and future needs.

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