

Press Release

## «Swiss Electric Mobility Award»: Debuting the sponsorship award for sustainable mobility solutions

**Sennwald/Bern, 26. July 2012 | For the first time the «Swiss Forum for Electric Mobility» and BRUSA Elektronik AG are calling for proposals to the new annual «Swiss Electric Mobility Award». The sponsorship prize will be awarded every year at the congress of the «Swiss Forum for Electric Mobility» in honor of Arno Mathoy. The prize money in the amount of more than CHF 10.000 will be given to outstanding projects in the field of electric mobility.**

At its third congress in Februar 2012 the «Swiss Forum for Electric Mobility» together with BRUSA Elektronik AG announced the «Swiss Electric Mobility Award». As of now, candidates are invited to submit their applications. The award is dedicated to Arno Mathoy who spent most of his life as an innovator in the field of modern electric mobility and died unexpectedly in December 2011.

The purpose of this award is to give forward-thinkers and visionaries the opportunity to further develop and realize their ideas while advancing the progress of sustainable mobility. «Arno Mathoy excelled in getting people excited about sustainable innovation. The recipient of this award should be able to explain and enthuse others about his or her project and the technologies involved in the same way.», said Dr. Jörg Beckmann, Director of the Mobility Academy.

The prize money of at least CHF 10.000 will be distributed among the best three applicants by a renowned jury. In addition to the prize money, the winner will be awarded the following benefits: a free IP patent consultancy by Patentbüro Paul Rosenich, the opportunity to present the project in the «touring» magazine of the Swiss mobility club TCS and the chance to present their achievements during next year's «Swiss Forum for Electric Mobility» congress. Josef Brusa, CEO of BRUSA Elektronik AG added, «Not only should the award supply the initial funding for the winning project but it should put a spotlight on it, highlighting the outcome of the project and its eventual result in the conservation of resources».

As of today project ideas can be submitted to the «Swiss Forum for Electric Mobility» until the **14<sup>th</sup> of October 2012**. Terms and conditions and more details about this sponsorship award can be found online at [www.emobility-award.ch](http://www.emobility-award.ch).

The 4th congress of the «Swiss Forum for Electric Mobility» will be held from January the 29th to the 30th of 2013 in the Swiss Transport Museum in Lucerne under the sponsorship of the Swiss Federal Roads Office (ASTRA). The «Swiss Forum for Electric Mobility» is hosted by the Mobility Academy.

---

### Contact details und further information

Christina Haas, Mobility Academy +41 (0)58 827 34 09, [christina.haas@tcs.ch](mailto:christina.haas@tcs.ch),  
[www.forum-elektromobilitaet.ch](http://www.forum-elektromobilitaet.ch) / [www.mobilityacademy.ch](http://www.mobilityacademy.ch)

Marc Kudling, BRUSA Elektronik AG

t +41 (0)81 758 09 43, [marc.kudling@brusa.biz](mailto:marc.kudling@brusa.biz), [www.brusa.biz](http://www.brusa.biz)