

# CHALLENGE BIBENDUM 2010



 **MICHELIN**  
**CHALLENGE  
BIBENDUM**

*Rallying together  
towards sustainable road mobility*

**Rio de Janeiro**  
May 30<sup>th</sup> - June 3<sup>rd</sup>

## Together towards a renaissance of road transport after the downturn

Brazil and South America will be the scene for the first time ever in May 2010 of an edition of Challenge Bibendum, and moreover this will be the 10th anniversary edition.

Challenge Bibendum sets out to provide a forum which addresses road transport issues (energy supply and associated geo-political tensions, greenhouse gas emissions, road safety, urban pollution and traffic congestion) at all levels and works with a wide range of transport stakeholders to mobilise support to speed up the implementation of all possible solutions for a more sustainable road mobility.

Discussion highlights of this 2010 edition will focus on the following highly topical themes:



- The absolute necessity to a renaissance of road transport after the downturn and get coherent action to meet the challenge of constraining CO<sub>2</sub> emissions to a peak by 2015 and then dividing by two global emissions, in a context where both the total number of vehicles and miles covered worldwide will more than double within the three or four decades to come.
- The timing of this 10th edition is propitious as it falls in the wake of the UN Copenhagen climate change summit with a world emerging from the financial and economic downturn. The stage is set for the industry to prove that it can rebound and be an effective force in preparing the future of sustainable mobility for the new economic and societal reality.
  - When looking for the spirit of change required to boost the shift towards new technologies and new ways of looking at mobility, it is well exemplified by some emerging economies. Hence the choice of Brazil as host country in these challenging times. Brazil has become a leading global player in the development and deployment of biofuels and like some of its other Latin American counterparts, it has a high rate of population growth as well as a phenomenal rate of urbanization (as high as 80%) resulting in many large and mega cities. These cities face a range of important challenges such as growing transportation needs, environmental pollution, road safety and urban congestion. By overcoming these challenges we can contribute to a smarter and better mobility for tomorrow's world.
    - It will also be the right time to have an update on the numerous electric-vehicle projects which have recently been announced.

**Commitment, determination and staying power are going to be needed on a global scale.**

Under the High Patronage of  
Mr. Luiz Inácio Lula da Silva  
President of Federative Republic of Brazil



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<i>Provisional Program</i>		
<i>Date</i>	<i>Venue</i>	<i>Activities</i>
May 29 Saturday	Riocentro	Participant Registration & Vehicle Technical Inspection
		Test Practice Opportunity
		Vehicle Technical Inspection and Design Contest
		Rally and Tests Briefings
May 30 Sunday		Technological Exhibition Center (all day)
		Thematic Round Tables
	Riocentro	Rally and Tests: - Intercity Passenger Cars - Long Haul Utility Vehicles - Urban Vehicles (delivery trucks, bus, cars & 2 wheels)
		Technical Partner Dinner
May 31 Monday		Technological Exhibition Center (all day)
		Opening Ceremony
	Riocentro & Autódromo	VIP Tours for Authorities
		Ride & Drive and Demonstration Sessions
		1 <sup>st</sup> Round Tables Overview Session
	Riocentro	1 <sup>st</sup> slot of Sponsors' Press Conferences
		Rally Award Ceremony
		Cocktail and Design Contest Results Announcement
	Official Dinner with Samba School Show	
June 01 Tuesday		Technological Exhibition Center (all day)
	Riocentro & Autódromo	Forum: - Debate 1 "Energy, Climate and Transport Scenarios" - Debate 2 "Alternative Energies" - Debate 3 "Transport and Economic Growth" - Debate 4 "Road Safety"
		Ride & Drive and Demonstration Sessions
		2 <sup>nd</sup> Round Tables Overview Session
		2 <sup>nd</sup> slot of Sponsors Press Conferences
		Conferences
	Farewell dinner with Trophies Ceremony	
June 02 Wednesday	Riocentro & Autódromo	Technological Exhibition Center (all day)
		Challenge Bibendum Conferences: - "Collective Urban Mobility on Tires" - "Road Freight Transport in Brazil: Present and Future"
	Riocentro	International Organizations Conferences
		Ride & Drive and Demonstration Sessions
June 03 Thursday	Rio de Janeiro	Vehicles Parade with stop for lunch and pictures

## Past participants

### Cars, trucks and 2-wheeler manufacturers

Audi, BMW, Daihatsu, Daimler, Dongfeng E.V, FAW, Ford, General Motors, Giant, Honda, Hyundai, Isuzu, Matra MS, Microcar, Mitsubishi Motors, Nissan, Nissan Diesel, PSA Peugeot Citroën, Renault, Renault Trucks, SAIC Motors, Scania, Setra, Shanghai Forever, Toyota, Venturi, Volkswagen, Volvo cars, Yutong.

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### Technology developers and components suppliers

Aaqius & Aaqius, AC Propulsion, Ballard, Bertone, Bolloré, Bosch, CATARC, Changsha Unite Electromotion Technology, China North Vehicle Research Center, Delphi, Giugiaro, Horiba, KAM, LUK, Magneti Marelli, Matra Engineering, MGL Citic, Michelin, Pininfarina, Poclain Hydraulics, PVI, Rhodia, Rotarex, Shanghai Electric Vehicle Development Center, Shenli Hi Tech, Siemens VDO, SMVIC, Suzhou Phylion Battery, SVE, ThunderSky, Tianjin Electric Vehicle Research Center, TRW, Valeo, Wanxiang, Xiangtan Electric Vehicles, Young Man.

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### Energy suppliers

Air Liquide, BP, Butagaz, ChevronTexaco, EDF, Gaz de France, GPL Autogas, Hydratec, Iwatani, Japan Air Gases, Linde Group, Petrobras, Petrochina, Primagaz, Sekab, Shell, Sinopec, State Grid, Tian Guan, Total, Xin Ao.

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### Other actors of sustainable mobility

AA China, ADAC, AVERE, Beijing Institute of Technology, CFBP, CNRS, Colas, Courrèges, Erai, Eurovia, EV ShowRoom, FedEx, FIA, Formula Zero, Giroads, Global Insight, Greenfleet, GRSP, Habo Chemical Technical, Hunan University, IBZ, IFP, Sinotrans, Japan Automobile Manufacturers Association, Japan Automobile Research Institute, Japan Gas Association, Jiatong University, La Poste, Newteon, Orange, SCEC, Shanghai Electric, Sinotrans, Society of Automotive Engineers, South China University of Technology, Sunwin Bus Corporation, TNT, Tongji University, Tsinghua University, Vehicle Development Center, Wuhan University of Technology.

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### National and international public institutions, Non governmental organizations

Ademe (France), Department of Energy (USA), Environmental Protection Agency (USA), European Commission, European Parliament, Ministry of Economy (France), Ministry of Environment (France), Ministry of Economy, Trade and Industry (Japan), Ministry of Land, Infrastructure and Transportation (Japan), Ministry of Environment (Japan), Ministry of Science and Technology (China), Ministry of Transport (France), National Development and Reform Commission (China), Shanghai Municipal People's Government, State Environmental Protection Administration (China), UNEP, World Health Organization, World Bank.

International Road Federation (IRF), World Business Council for Sustainable Development (WBCSD), World Economic Forum (WEF).

For further information concerning the event in Brazil

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