

RWE Holding supports art and green energy

## A SPARK BETWEEN TWO EUROPEAN CAPITALS OF CULTURE

Having set off from Essen on September 16<sup>th</sup>, the Tesla Roadster, one of the fastest electric-powered cars on the road, arrived at Istanbul on Tuesday, September 28<sup>th</sup> and completed the journey between the two 2010 European Capitals of Culture.

The cars completed the trip to Istanbul as part of the “Clean Environment, Clean Future” project, the cars were welcomed with a ceremony held at the Port of Art, the first public exhibition center in Istanbul, hosted by the Istanbul 2010 European Capital of Culture Agency and the RWE Holding.

As one of the sponsors of the Port of Art, Istanbul’s first public exhibition center, RWE Holding linked 2010 European Capitals of Culture Istanbul and Essen with an “environmentalist” project.

As part of the “Clean Environment, Clean Future” initiative by the RWE Holding headquarters in Essen, two Tesla Roadsters, driven by a Turkish and a German university student, set off from Essen for Istanbul on September 16<sup>th</sup>. Painted in Istanbul 2010 and Essen 2010 liveries, the cars completed the road trip passing through 17 European cities in 13 days, and arrived at Istanbul on Tuesday, September 28<sup>th</sup>.

The cars and their drivers, Jale Mercan and Alexander Wynands, were welcomed by a ceremony hosted by the **Chairman of the Istanbul 2010 European Capital of Culture Agency, Şekib Avdagiç**, and the **CEO of RWE Holding, Dr. Andreas Radmacher** at the **Port of Art**.

### **Message from Essen 2010 to Istanbul 2010: “Istanbul is the future”**

The young drivers delivered a message to the Chairman of the Istanbul 2010 European Capital of Culture Agency, Şekib Avdagiç – a message that had been given to them at the farewell ceremony in Essen by the directors of Essen 2010, “*The year 2010 will end soon. And even if the title “European Capital of Culture” of Istanbul and the Ruhr Metropolis will be long-ago, both thought and acted into the future.*

*This will  
last.*

*We’re living in a world of different cultures. All cultures have a common  
responsibility for*

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*themselves and the environment. Together we're facing the global challenges!  
Together we*

*can handle them!*" Fritz Pleitgen and Oliver Scheytt. Signed by Ruhr 2010 Director Fritz Pleitgen, the message stated that electric-powered cars would attain great importance in the future, and read as follows:

*"Istanbul and Turkey will be as important in the future as electric-powered cars. We believe that Istanbul and Turkey will carry out this mission with mastery. We would like to thank everyone who contributed to this project to build a bridge between two European Capitals of Culture for a cleaner future."*

Drivers Jale and Alexander presented a gift from Essen 2010 to Şekib Avdagiç: a charging unit painted in impressionist style.

Şekib Avdagiç, Chairman of the Istanbul 2010 European Capital of Culture Agency, noted that this project played a large part in the promotion of the two Capitals of Culture beyond their national boundaries, and continued, *"These two young people helped promote the Istanbul 2010 European Capital of Culture in the cities they passed on the way, and completed their long 'Clean Environment, Clean Future' trip here, at the Port of Art today. This added a 'green' project between two 2010 Capitals of Culture, Istanbul and Essen, to the initiatives we have been undertaking in connection with other European Capitals of Culture.*

*"This unique project was one of many our Agency is currently involved in with other European Capitals of Culture, and created synergy between two Capitals, contributing to the promotion of the two cities across Europe, and helping to prepare the ground for other projects.*

*"I would like to thank every individual, institution and corporation that helped us make the 'Clean Environment, Clean Future' project a reality, and contributed to the promotion of Istanbul. I would also like to congratulate our young pilots for completing this journey successfully."*

RWE Holding CEO Andreas Radmacher said, "Preserving the environment can be fun. Anyone driving an electric vehicle will confirm this. I believe that electro-mobility, particularly in a metropolis like Istanbul, would have great benefits on the environment."

Meanwhile, RWE Division Head Carolin Reichert noted, "Zero-emission mobility is very important in large cities like Istanbul to maintain a high quality of life. We are glad to contribute to the future of Turkey with a very promising technology."

#### **About the Port of Art**

The Warehouse 5 was renovated by the Istanbul 2010 European Capital of Culture Agency in order to create a new exhibition venue – the Istanbul 2010 European Capital of Culture Agency Port of Art. The venue was inaugurated on June 19<sup>th</sup>, 2010.

The Port of Art presents a permanent model for a public exhibition center to Istanbul in addition to being a center for information, communication and meeting of domestic and foreign artists and audiences. The former Warehouse 5 building in Tophane was refurbished technically and visually renovated in 6 months.

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Allocated by the Ministry of Transportation to the use of Istanbul 2010 European Capital of Culture Agency until the end of 2010, the Port of Art will host independent local and international exhibitions whose applications were approved by the Agency.

**About RWE Holding**

RWE is one of Europe's five leading electricity and gas companies. The company is active in the generation, trading, transmission and supply of electricity and gas. More than 70,000 employees supply over 16 million customers with electricity and approximately 8 million customers with gas. In fiscal 2009, the company recorded about €48 billion in revenue. RWE is the No. 1 power producer in Germany, No. 2 in the Netherlands, and No. 3 in the UK. The company continuously expands its position in Central and South Eastern Europe. Renewable energy plays a large part in this expansion.