



For Immediate Release

Brand New Jaguar XF converted into electric vehicle in time for the UN Climate Change Summit in Copenhagen, Denmark.

A Jaguar XF, with a price tag in Denmark at \$200.000, will drive one last trip with its original engine on the 29th of January. After the trip, the six diesel guzzling cylinder engine will be replaced with an electric engine and a Li-ion-battery. The trip, seen from above, will be in the shape of the chemical formula CO₂ in the streets of Copenhagen. The event is the first of many leading up to the CO₂ neutral car race called "CO₂ E – RACE", - which will be an official part of the Climate summit to be held in Copenhagen later this year.

2009 has been named Climate Year in the little Kingdom of Denmark, as Copenhagen will be hosting the annual UN Climate summit "COP 15". One of the many events in connection with the Summit, is the CO₂ E - RACE, which will be a combination of a CO₂ neutral car race, a Relational Art Project and various exhibitions and installations.



Jaguar XF



On the 1st and 2nd of August, during the Copenhagen Historic Grand Prix, professional race car drivers will compete and compare the latest and fastest electric cars, such as the Tesla, which accelerates from 0 - 100 km/h in under 4 seconds. It is a full fledged car race, approved by The Danish Automobile Sports Union.



Tesla

CO₂ E-RACE

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CO₂ E-RACE



Besides being a car race, the CO2 E - RACE is also a so called "Relational Art Project", created by the Copenhagen/New York artist Jacob Fuglsang Mikkelsen.

- Basically the idea is to create a strong Intent that people can share and focus on together. If enough people share and focus on the same intent, it is possible to make it reality. If many people share the same intent and vision of a future with CO2 neutral transportation and a better climate, it will happen. That's just how the universe works! says Jacob Fuglsang Mikkelsen with a big smile.

In the "sketch" made on the 29th of January, the Jaguar becomes the "brush" and a GPS device the "paint". The shape being painted is a "C" and an "O", where the "O" will be driven twice through the streets of Copenhagen. This first "sketch" for the final "painting", will be transferred into a serigraph print and sold at the Danish auction house Lauritz.com. The print will also function as a lottery ticket, where the lucky winner will win a space in one of the CO2 neutral cars during the official CO2 E - RACE later in the year.



- Of course it is with a sense of sadness that I pull a six cylinder engine out of my brand new brilliant Jaguar. However, it is a symbol of the serious actions we must take to meet the climate challenges we as One are all up against, says Jesper Boie Rasmussen who is the owner of the car, one of the initiators of the CO2 E - RACE and CEO of the Danish based company Cleantech Motors.

- The main issue at the Climate Summit this year has to do with the fact that the world is confronted with a huge challenge when faced with the issue of reducing pollution and CO2 emissions. It takes new and radical ideas.

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- The visions are grand. Of course we hope to have an impact on the decisions being made in connection with the Climate Summit, by showing some concrete and practical solutions. People all around the world are very passionate about their cars, we just want to be part of pushing that passion into a greener direction. At the same time, we acknowledge the fact that Denmark could have the potential of being the leading country in this development. Besides being a wonderful way of branding Denmark, it could benefit Danish exports. We already have leading positions within the development of wind energy as well as other areas of clean technology, says Nils Dullum from CO2 E - RACE.

The CO2 E - RACE has many facets and will through its series of exhibitions, installations, art projects and lectures be introducing the latest and groundbreaking Green technology. This will all happen during The Copenhagen Historic Grand Prix, at the Children's Science Museum Experimentarium, during the Copenhagen Design Week in collaboration with The Danish Design Centre and many other places.

For more information:

<http://co2erace.org>

The event on January 29th is made in collaboration with COWI, who have delivered the map over Copenhagen and Trac Trac who will be delivering the GPS technology.

The CO2 E - RACE is a project initiated and supported by The Danish Cultural Institute

Relevant sites:

<http://cleantechmotors.com>

<http://www.cowi.com>

<http://www.tractrac.com>

<http://en.cop15.dk/>

<http://chgp.dk/>

<http://dankultur.dk/>

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