

MEDIA RELEASE

Torqueedo Selected as a Red Herring Top 100 Europe Tech Startup

Torqueedo, German specialist for electric outboards, was awarded again for its technology innovations as well as company performance. US magazine „Red Herring“ selected Torqueedo as one of Europe’s hottest Technology-Startups.

Starnberg, June 16th, 2010 Red Herring announced its Top 100 Award in recognition of the leading private companies from Europe, celebrating these startups’ innovations and technologies across their respective industries.

Red Herring’s Top 100 Europe list has become a mark of distinction for identifying promising new companies and entrepreneurs. Red Herring editors were among the first to recognize that companies such as Facebook, Twitter, Google, Skype, YouTube and eBay would change the way we live and work.

“Choosing the companies with the strongest potential was by no means a small feat,” said Alex Vieux, publisher and CEO of Red Herring. “After rigorous contemplation and discussion, we narrowed our list down from hundreds of candidates from across Europe to the Top 100 Winners. We believe Torqueedo embodies the vision, drive and innovation that define a successful entrepreneurial venture. Torqueedo should be proud of its accomplishment, as the competition was very strong.”

Red Herring’s editorial staff evaluated the companies on both quantitative and qualitative criteria, such as financial performance, technology innovation, management quality, strategy, and market penetration. This assessment of potential is complemented by a review of the track record and standing of startups relative to their sector peers, allowing Red Herring to see past the “buzz” and make the list a valuable instrument of discovery and advocacy for the most promising new business models in Europe

About Torqueedo:

Torqueedo GmbH, established in 2005 by Dr. Friedrich Böbel and Dr. Christoph Ballin, has specialized in the development of a new generation of electric boat motors. The outboard motors of the company in Starnberg combine the latest technology in the field of motors, electronics, batteries and propeller design and are considered the most efficient in the world. With electric Torqueedo outboard motors of up to 10 hp the unnecessary pollution of waters and the atmosphere can be avoided – without suffering loss of performance or comfort. Aside from the Deutscher Gründerpreis 2008, Torqueedo products constantly win innovation awards within the water sports sector and are marketed in almost 40 countries worldwide.

MEDIA RELEASE

Author / Media Agency

la consultora | marketing + kommunikation
Große Elbstr. 36
GER - 22767 Hamburg

Tel. +49 40 28 49 39 28

Contact person: Ulrike Nehls

Publisher / Company

Torqeedo GmbH
Petersbrunner Str. 3A
GER - 82319 Starnberg

Tel. +49 8151 268 670

Contact person: Martin Schwarz

Printout free of charge. Please provide one specimen copy after publication to Media Agency.