

Join In!

Our City – Our Future



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Direct mail sent to every household in Rüsselsheim

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Our City – Our Future

2020

Rüsselsheim, September 2008

Rüsselsheim 2020 The City's Future

Just over a year ago, we brought you up to speed on the city development programme Rüsselsheim 2020 with another direct mail. In it, we presented six visions of the future. We've since made great strides in achieving one of our three key goals: continuing to promote **Rüsselsheim's status as a diverse, innovative city with a focus on the automotive industry.**

Despite the changes witnessed in the automotive industry, Adam Opel's innovative spirit can still be felt today in Rüsselsheim. Having been recognised primarily for automobile production in the past, our city is now considered one of Germany's most important locations for research, development, and design by global brands like Opel, Chevrolet, General Motors, Hyundai, Kia, and Saab. The new Opel Insignia is being built in Rüsselsheim and was introduced by Opel along with citizens of the city on 22 September 2008. The new flagship vehicle will be presented to the German and European automotive industry before the end of October. This will be the first presentation of this kind to take place not refined to the companies grounds, but right here in Rüsselsheim!

You're sure to have seen the billboard posters hanging all around Rüsselsheim featuring images of its citizens and people who work or live here. The photographer responsible is also from Rüsselsheim.

Our city's position as a leading automotive location is just one of Rüsselsheim 2020's topics of focus. The poster campaign also presents Rüsselsheim as a great place for families and the vibrant home of people from over 100 different countries. Even more features of the city development programme are forthcoming.

As you can see, Rüsselsheim is making its case as a location with a bright future to a wide audience. And you can be a part of it!

We've compiled information on the current poster campaign and other upcoming activities in this brochure. In addition, e-cards featuring all of the poster themes are available at www.wirtschaftsservice-ruesselsheim.de

Rüsselsheim 2020 – Moving the City Forward!

A City of Automotive Design
Rüsselsheim is constantly on the cutting edge of design. Major brands rely on the creative potential of the development and design centres that call the city home. And the designers at work are hardly all men!



Billboards for Rüsselsheim, by Rüsselsheim

The numerous billboards on display in Rüsselsheim use six themes to demonstrate the city's strengths as one of the world's top automotive locations, a great place for families, and the home of a multitude of nationalities.

All of the posters show actual Rüsselsheim citizens as photographed by the city's own Frank Hüter. You can get to know the people in Frank's images on 12 October on Marktplatz as part of Shopping Sunday / Rieslingsonntag.



A City of Automotive Innovation
In Rüsselsheim, our motto is innovating on a strong base of tradition. Whether for race cars or the adaptive headlights on the new Opel Insignia, our city is full of great ideas.

The "My Rüsselsheim 2020" Innovation Competition



How do you picture the future of Rüsselsheim?
Which future project would be most important to you?
Rüsselsheim 2020 lives from your new ideas!

This and other information is available at www.wirtschaftsservice-ruesselsheim.de



A City of Automotive Competence
Not many cities can boast such a long tradition and wealth of experience. The global brands presented in style by the young man at the left appreciate the advantages Rüsselsheim offers.

A Forward-Thinking Automotive City
Automotive manufacturers aren't the only ones developing future technologies. The bright minds at the University of Applied Sciences campus in Rüsselsheim are already hard at work on the ideas of tomorrow. This poster displays the university's racing team.



An International City
People hailing from more than 100 different nations live and work in Rüsselsheim. As this poster demonstrates, the city enjoys a level of vibrancy and cultural diversity difficult to find elsewhere.



What's next for Rüsselsheim?

We'll continue to keep you posted on the current status of our city development programme in the future.

You can learn about the details of every Rüsselsheim 2020 activity in the press, on our information posters, and online at www.ruesselsheim2020.de



A City Where Families Meet
Rüsselsheim's many green areas aren't the only places to meet other families. The wide variety of sport and other recreational activities on offer also provide ways for people of every age group to have fun and keep fit.