

13 January 2014

PRESS RELEASE

NEW €10 BANKNOTE UNVEILED IN FRANKFURT TODAY

- The new €10 banknote of the Europa series will start circulating on 23 September 2014, thus giving enough time for all parties to prepare for a smooth introduction.
- The new €10 will be easily recognisable as its design is similar to the €10 of the first series. The design incorporates advances in banknote technology, making the note even more resistant to counterfeiting. It will also be more durable.
- The banknotes of the Europa series are being introduced gradually over several years.
- Euro banknotes are a tangible symbol of the European Union. 334 million people in 18 countries now use the euro.

The ECB's Executive Board member Yves Mersch unveiled the new €10 banknote today and announced it will enter into circulation on 23 September 2014. Mr Mersch said: "12 years after the euro banknotes and coins were introduced, it's easy for us to take them for granted and to forget what an ambitious, even bold, project it was to introduce the euro. The single currency has helped to bring millions of Europeans together, in all our diversity, and the banknotes and coins are a tangible symbol of our determination to support the European Union. When we say, "The Euro. Our Money", we really mean it!"

While the new €10 resembles the one first issued in 2002, it has been given a fresh look and has several new and enhanced security features. For example, like the new €5, it includes a portrait of Europa – a figure from Greek mythology and the origin of our continent's name – in the hologram and the watermark.

During the unveiling event, Mr Mersch also commented: "Today is also a chance to highlight the importance of maintaining people's trust in the euro. One of the main reasons for introducing a new series of notes is to ensure that everyone who uses them can continue to do so with complete confidence".

Like the first series of euro banknotes, the new €10 banknote will be very easy to check manually and visually, using the "feel, look and tilt" method. In addition to the portrait of Europa in the hologram and the watermark, the notes include an emerald number, which changes colour from emerald green to deep blue when tilted. The €5 and €10 banknotes of the Europa series are more durable as they have a protective coating. This means that the banknotes will need to be replaced less frequently, thus lowering costs and reducing the impact on the

environment. Over time, the Eurosystem will gradually upgrade all the euro banknotes in ascending order.

The Eurosystem is taking steps to support the adaptation of cash-handling machines and authentication devices by the September launch date. Owners of such equipment are advised to contact their suppliers or manufacturers as soon as possible in order to get ready for the new €10 note. (see <http://www.new-euro-banknotes.eu/Direct-Access/Partners>).

For media enquiries, please call Elodie Lafitte Nowodazkij on +49 69 1344 7390

European Central Bank

Directorate General Communications and Language Services, Press and Information Division

Kaiserstrasse 29, D-60311 Frankfurt am Main

Tel.: +49 69 1344 7455, Fax: +49 69 1344 7404

Internet: <http://www.ecb.europa.eu>

Reproduction is permitted provided that the source is acknowledged.