

SHELL ECO-MARATHON

# PEGGIE/2012 Vehicle



## MEET PEGGIE

We are glad to introduce PEGGIE, an energy-efficient vehicle that has been designed at the University of Oxford to compete in the Shell Eco-Marathon 2012. It will be striving to win the electric vehicle segment (Prototype category), which has a current world record of 843 km on 1 kWh of electricity.

The combination of high quality materials for PEGGIE's mechanical manufacture (Shetland Composites) with the power-train expertise of the Energy and Power Group (EPG), will certainly make it a worthy contestant in this world-class technology encounter.

With your help we hope to explore the use of environmentally-friendly technologies in transport, giving consumers alternatives for a sustainable future.

*The PEGGIE Team*



**“The challenge is simple: to design, build and drive the most fuel-efficient vehicle.”**

## CONTACT DETAILS

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Designed in Oxford to race in Rotterdam...

## MARATHON

**Shell Eco-Marathon**  
ROTTERDAM 2012  
NETHERLANDS  
17-19 MAY



**“The driver’s skills and vehicle efficiency will be more important than ever.”**



## THE MARATHON

For approximately 70 years the Eco-marathon Challenge has been an ultimate encounter of futuristic vehicles that aims for the best performance on one gallon of fuel. The next race (2012) will take place in the Ahoy Arena in Rotterdam. For the first time, it will be held in a street track guaranteeing a more realistic stage for the vehicles to perform. It is annually organized in the Americas, Europe and Asia with some of the highest standards of technology and safety. A maximum of 200 participant teams ensures diversity in terms of countries, education institutions, fuel categories and engine types. There are two main categories, Prototype and UrbanConcept, and PEGGIE will be contending in the first.

Each team must have two drivers that must weigh at least 50 kg each. Having measured the initial battery charge, the vehicle must run a set of laps around the track. At the end, the energy used by the battery will be calculated to be expressed in kilometers per liter.

For more information on the Shell Eco-Marathon visit the official website:

<http://www.shell.com/home/content/ecomarathon/>

## Technology and the team

### TECHNOLOGY AND TEAM



**PEGGIE will spark interest in green technologies across the University of Oxford students and community.**

#### ENGINEERING

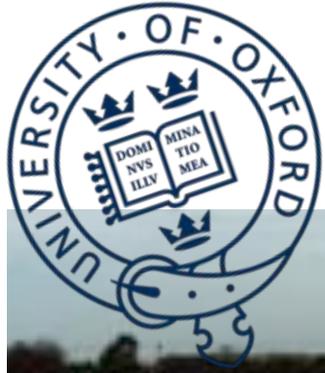
PEGGIE will implement a unique power-train system, a reflection of the experience of our research activities. It will include:

- In-wheel motor
- Ultra low resistance tyres
- Lightweight carbon fibre chassis
- Latest battery technology
- Low-drag aerodynamic shape
- Real time updates and optimized race course techniques.

These characteristics are certain to be worthy of future transport technologies, enhancing the efficient use of fuels, in the best interest of global sustainable development.

#### MEET THE TEAM

The Energy and Power Group (EPG) and the Institute of Carbon and Energy Reduction in Transport (ICERT) are working together in the development of PEGGIE. The eight team members come from different engineering backgrounds (e.g.: electrical, mechanical and chemical) and belong to wide range of colleges within the University of Oxford.



## SPONSORSHIP



### PLATINUM £7,000+

The Platinum Sponsorship is the most prestigious on offer. It hence offers the following exposure:

- Exclusive customer name to the vehicle.
- Largest company logo in a prominent position on the vehicle.
- Largest company logo in all brochures and flyers.
- Largest company logo on all member t-shirts and overalls.
- Access to all vehicle public relation events.
- Regular updates on progress on vehicle preparation and racing.

### GOLD £2,500+

The Gold Sponsorship offers the following exposure:

- Intermediate-size company logo in a prominent position of the vehicle.
- Intermediate-size company logo in all brochures and flyers.
- Intermediate-size company logo on all member T-shirts and overalls.
- Regular updates on progress of vehicle preparation and racing.

### SILVER £1,000+

The Silver Sponsorship offers the following exposure:

- Small company logo in a prominent position on the vehicle.
- Small company logo in all brochures and flyers.
- Small company logo on all member T-shirts and overalls.

### CONTACT DETAILS

Please contact our team manager for more information:

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