



Shell Eco-marathon[®]
comes to Asia in 2010!
July 2010 - Kuala Lumpur, Malaysia



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your
say ...

If you have any idea or suggestions on topics for the next edition of this newsletter, or if you have any topic of interest that you would like to know more about, please send to us at Eco-marathon-Asia@shell.com. We would love to hear from you.

Apa khabar semua?*

Welcome to our first edition of Shell Eco-marathon Asia newsletter.

We are less than a year away from the first Shell Eco-marathon in Asia. Come 8 - 10 July 2010, Malaysia will be the first country to host the event in this region. The Sepang International Circuit, home to the Malaysian leg of the Formula One Championship and World Motorcycle Grand Prix, has been chosen to be the home ground of this challenge.

Shell Eco-marathon is not your usual auto race. Participants are evaluated based on creativity and innovativeness in meeting the energy challenge. Simply put, the team that designs and builds a vehicle that uses the least amount of energy to travel the farthest distance wins the competition.

Being the inaugural competition in Asia, we look forward to receiving high participation from schools and universities around the region. It is indeed an opportunity not to be missed.

This newsletter is meant to provide you with useful and practical information in preparing your team for the event.

***How are you?**



■ SNIP..SNIP...

Registration & Early Bird – FOR IMMEDIATE ACTION!

Official registration begins 1 September 2009, 1200hrs GMT+8. Click [here](#) to check the corresponding time at your location. The first 10 teams from Asia to register AND to participate in the competition will be eligible to receive USD 1,000 per team. To read more on how your team can be eligible, click [here](#). We have uploaded the amended version of the registration form. Click [here](#) to download. Please ensure your team's entry submission is endorsed and supported by your school / university to avoid being disqualified.

2010 Rules & Regulations

As mentioned earlier, Shell Eco-marathon is different to any motor race. It has a different set of rules and regulations. Take time to study the pack to ensure that you know what is required before the event begins. For your inventions, please use the 2010 Technical Rules and Regulations, which are now available [here](#).

Safety Tips

Safety is a number one priority in Shell. We have listed some safety rules that you must follow when you're working on this project. Remember to nominate one team member as the Chief Safety Officer. Click [here](#) for the rules.

Sponsorship Guidelines

To turn your ideas from paper to reality, will require funding. We've put together a guide including templates that will hopefully be useful in helping you land some sponsorship. To download the guide, click [here](#). To download the template, click [here](#).



■ USEFUL TIP: FREQUENTLY ASKED QUESTIONS (FAQ)

We know you must have many questions about the entire event. Rest easy. We have prepared a list of FAQs for your easy reference. If your questions are not on the list, feel free to email us at Eco-marathon-Asia@shell.com. You can read the FAQs by clicking [here](#).



■ NEWS UPDATE...

Driver in gear, the team gathered, the engine revved (well, maybe not) and the crowd cheered as they were flagged off on the Sepang track by Tan Chong Meng, Executive Vice President, Global B2B and Dato' Saw Choo Boon, Chairman, Shell Malaysia. That was a snapshot of the Shell Eco-marathon Asia curtain raiser event on 16 July, marking the countdown to the inaugural Shell Eco-marathon Asia in 2010. Our warmest thanks to Universiti Teknologi Malaysia (UTM), National University of Singapore (NUS) and the Institution of Technical Education Singapore for participating in the mini challenge.

To view the day's action, log on to [Shell Eco-marathon Asia Flickr](#). The video during the event will be made available soon. So, keep checking the Shell Eco-marathon Asia [website](#).



■ GET CONNECTED...

We are on [Facebook](#)! If you have yet to be a part of the Shell Eco-marathon Asia 2010 group in Facebook, register now. You can interact with Shell Eco-marathon Asia technical advisor, as well as ask questions and share comments through forums with other members in the group.

