

A Partnership to Inspire Revolutionary Fuel Efficiency

September 5, 2008

Progressive Automotive X PRIZE

A project of the **X PRIZE Foundation**, which has the mission of *bringing about radical breakthroughs for the benefit of humanity.*

The power to inspire innovation: From Charles Lindbergh's flight to the Ansari X PRIZE

Our goal is to inspire a new generation of viable, **super-efficient vehicles** that help break our addiction to oil and stem the effects of climate change.

Clean, production-capable vehicles that achieve at least **100 MPG equivalent** fuel economy will compete in a dramatic stage race for the **\$10 million prize.**

This **public-private partnership** will aggressively pursue a solution to this urgent need.



**Real cars that
people want to buy**

A Global Challenge



Competing teams

100+ signed, 15 countries represented, 25 U.S. States

- Startups with inventors & entrepreneurs including *Tata Motors, Cornell, Aptera, Tesla, Loremo*
- **Multiple teams from WA:** *Western Washington University, Commuter Cars, Avion* among the list
- Established manufacturing companies
- Large auto manufacturers



Private sector investment

- Title sponsor: Progressive Insurance
- National sponsors and donors will support prize administration & provide in-kind support
- Media sponsors
- Local sponsors to support local/regional events



Government partners/judges

- US DOE, US DOT (NHTSA & FHWA), US EPA, & CARB

Host Cities

- Multi-stage races in up to 10 US cities showcasing cars through public events
- Testing cars over geographically and topographically diverse courses with lengths between 30 and 200 miles
- Two- or three-day local celebration including race-day festival, media day, education components, VIP receptions, etc.

Race Launch

Mayor Bloomberg announced a New York City stage race in September 2009 would be the launching point for the competition

Desirable Cities

Atlanta

Dallas

Washington, DC

Minneapolis/St. Paul

San Francisco

Albuquerque

Detroit

Las Vegas

Pasadena

Seattle

Boston

Denver/Boulder

Long Beach/LA

Philadelphia

St. Louis

Cleveland/Akron

Houston

Miami

Portland



Broad Base of Support



Al Gore
Former U.S. Vice President



Jennifer Granholm
Governor, State of Michigan



Michael Bloomberg
Mayor, City of New York



Jay Leno
Host, The Tonight Show



Arnold Schwarzenegger
Governor, State of California



Gavin Newsom
Mayor, City of San Francisco



Bill White
Mayor, City of Houston



Ted Strickland
Governor, State of Ohio





Join the Challenge

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