

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 Albuquerque Boston Cleveland/Akron Dallas Detroit Denver/Boulder Houston Washington, DC Las Vegas Long Beach/LA Miami Minneapolis/St. Paul Portland Pasadena Philadelphia Seattle San Francisco St. Louis











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











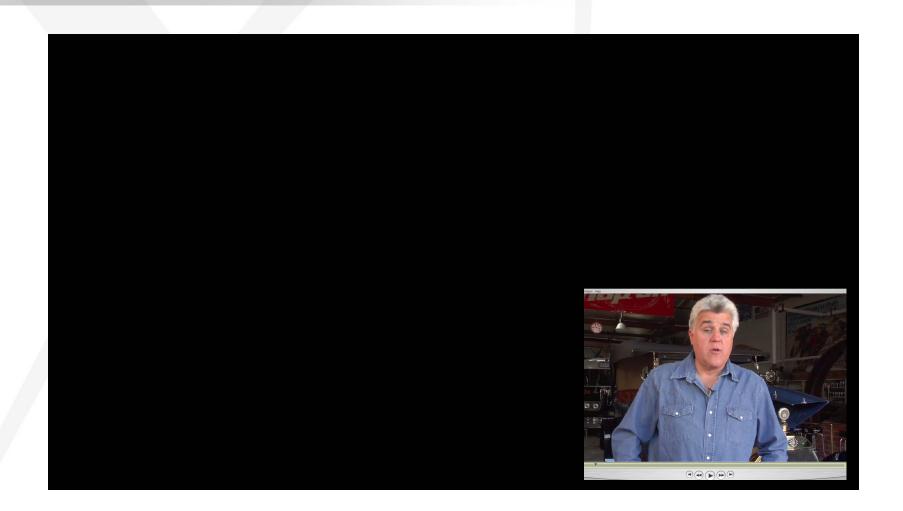














Join the Challenge

For more information, visit www.progressiveautoxprize.org

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