

Social Media and Master Team Agreement

Julie Zona, Director, Team Development & Relations

Promotional Events

Event Schedule

MEDIA EVENT, New York City (October, 2009)

TEAM SUMMIT, Las Vegas, Nevada (November, 2009)

NAIAS, Detroit, Michigan (January, 2010)

CEREMONIAL OPENING, Lansing, Michigan (May, 2010)

COMPETITION SERIES, Michigan (May-July, 2010)

PUBLIC EVENT at LIFELOCK 400 NASCAR RACE, Michigan (June, 2010)

MIS OPEN HOUSE/EXECUTIVE SUMMIT, Michigan (June, 2010)

CLEVELAND CELEBRATION EVENT, Cleveland, Ohio (August, 2010)

AWARDS CEREMONY, Washington, D.C. (September, 2010)

Social Media & Online

Revolution Through Competition.

▶ TAKE ACTION

PROGRESSIVE AUTOMOTIVE X PRIZE

▶ [Teams Home](#)

Qualified Teams

- ▶ [American HyPower](#)
- ▶ [AMP](#)
- ▶ [APET-X](#)
- ▶ [Aptera](#)
- ▶ [BDCOTSRUS](#)
- ▶ [BITW Technologies](#)
- ▶ [Boulder Electric Vehicle](#)
- ▶ [Combined Technology Solutions](#)
- ▶ [Cornell 100+ MPG Team](#)
- ▶ [Delta Motorsport](#)
- ▶ [Edison*2](#)
- ▶ [Eltra Technology, Inc.](#)
- ▶ [EnerMotion](#)
- ▶ [Enginer](#)
- ▶ [Envera](#)
- ▶ [FVT Racing](#)
- ▶ [Global-E](#)
- ▶ [Gomecsys](#)
- ▶ [Illuminati Motor Works](#)
- ▶ [OptaMotive](#)
- ▶ [Persu Mobility, Inc.](#)
- ▶ [RaceAbout Association](#)

West Philly Hybrid X Team



High school students from Philadelphia's inner city, the West Philly Hybrid X Team, are bringing their winning record to the to the \$10 million Progressive Automotive X PRIZE competition. The Team will provide a powerful example of how urban young people can impact climate change and create important roles for themselves in the new green economy. The students, and the cars they develop, will be models for the future.

The West Philly Hybrid X Team is based at the West Philadelphia High School's Academy of Automotive and Mechanical Engineering (AAME), a public high school serving one of the most disadvantaged neighborhoods in the city of Philadelphia. The Team of students and teachers, with support from business and higher education partners organized by Philadelphia Academies, Inc., has achieved unprecedented success that positions it perfectly to participate in the Progressive Automotive X PRIZE competition.

Team Facts

Leader Name
Simon Hauger

Location
Pennsylvania (USA)

Mainstream Vehicle Name
EVXb

Alternative Vehicle Name
EVXd

Mainstream Fuel Type
Electric/Biobutanol

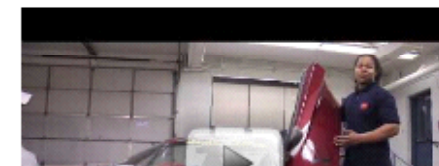
Alternative Fuel Type
Electric/Biodiesel

Class
Mainstream and Alternative

Website
www.evxteam.org

Follow Us
 

Videos



FUEL OUR FUTURE NOW

Igniting Imaginations to Empower the Next Generation

PROGRESSIVE AUTOMOTIVE X PRIZE

Discovery EDUCATION

SHARE

Home

Elementary

Middle School

High School

Teachers

Parents

Contest

Meet the Teams

Meet the teams from around the globe who are vying to win \$10 million in prizes as they set out to create super-efficient vehicles we could be driving one day.



Let the Competition Begin!

In an effort to capture entrepreneurial energy and level the playing field, teams are comprised of inventors, designers, members of the automotive industry, engineers, scientists and even students!

Winners will come in two categories—Mainstream and Alternative

- Mainstream vehicle must carry four or more passengers, have four or more wheels, and offer a

About the Progressive Automotive X PRIZE Revolution Through Competition

Teams from around the globe are competing to develop the first super-efficient vehicles that we could be driving one day. Get up-to-speed on the world's foremost engineering competition.

LEARN MORE!

PROGRESSIVE AUTOMOTIVE X PRIZE



Contest

Want to learn more?
Get in gear and sign up to receive updates!

LEARN MORE!



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Revolution Through Competition



Meet the Qualified Teams at SEMA Next Week

Last week, the Progressive Insurance Automotive X PRIZE announced the results of [Design Judging](#), which narrowed the competition field to 43 [Qualified Teams](#) that will progress to the next stage of the competition.

Members of the Qualified Teams will be joining us for technical workshops next week at the [SEMA Show in Las Vegas](#) (3-6 November). If you're going to SEMA, please stop by the Progressive Insurance Automotive X PRIZE exhibit at the Making Green Cool Zone in the Upper South Hall/30215. A dozen vehicles from competing teams will be on display throughout the show. Come and meet the teams, see their vehicles first-hand, and hear their stories as they pursue \$10 million in prize money.

Also, Dr. Peter Diamandis (X PRIZE Foundation CEO and Chairman) will be in attendance. And Eric Cahill (Progressive Automotive X PRIZE Senior Director) will participate in a panel session on Tuesday morning (11/3) called "Driving Green" from 9:30 to noon, along with representatives from Toyota, Ford, A123 Systems and other industry leaders. Location - North Hall Meeting Rooms.

We hope to see you there!

Posted by John Shore on October 30, 2009 at 08:22 AM | [Permalink](#) | [Comments \(0\)](#)

PRIZE LINKS

[Progressive](#)

[Progressive Automotive X PRIZE Website](#)

[X PRIZE Foundation Website](#)

CATEGORIES

[Automotive Industry](#)

[Education & Outreach](#)

[Energy & Environment](#)

[Government & Regulatory](#)

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[Science & Technology](#)

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[Web/Tech](#)

ARCHIVES

PROGRESSIVE
AUTOMOTIVE



Progressive Automotive X PRIZE

- Wall
- Info
- Photos
- Video
- Notes
- Boxes
- >>
- +

What's on your mind?

Attach:

Share

Progressive Automotive X PRIZE Just Fans

Settings

Fans

6 of 607 fans See All



Jay Cummings



CowPower Tees



Stacy Smith



Jenna Crye



Chad Boland



William Pomerantz

Photos

2 of 5 albums See All



Qualified Teams Announcement
Created about a week ago



Wall Photos
Updated about a week ago



Progressive Automotive X PRIZE

Remove

Meet the Qualified Teams at SEMA Next Week

Last week, the Progressive Insurance Automotive X PRIZE announced the results of Design Judging, which narrowed the competition field to 43 Qualified Teams that will progress to the next stage of the competition. Members of the Qualified Teams will be...

Fri at 11:08am · Comment · Like · Share



Progressive Automotive X PRIZE In Vegas for SEMA next week?

Come to panel at 9:30am Tuesday on "Driving Green" then stop by the "Making Green Cool Zone" to check out a dozen super fast, super efficient entries into the competition. Come by to meet the teams, see these incredible vehicles first-hand, and learn their amazing stories as they pursue \$10 million in prize money.



2009 SEMA Show | Home

Source: www.semashow.com

The SEMA Show is the premier automotive specialty products trade event in the world (PLEASE NOTE: THE SEMA SHOW IS NOT OPEN TO THE GENERAL PUBLIC). It draws the industry's brightest minds and hottest products to one place, the Las Vegas Convention Center. ...

October 28 at 12:27pm · Comment · Unlike · Share

You and 2 others like this.

Write a comment...



Progressive Automotive X PRIZE



progautoxp

In LV for SEMA next wk? Come to panel disc on Driving Green 11/3 & check out 12 cars competing 4 the prize! <http://ow.ly/x8uz>

10:23 AM Oct 28th from HootSuite

RT @DashPlusContest How can you Drive Change Today? Watch the DASH+ launch video: <http://tinyurl.com/yj39zas>

2:18 PM Oct 20th from web

#PIAXP contender @evxteam on the @todayshow! Check out their interview with Jenna Bush Hager <http://bit.ly/2bmvxU>

7:11 AM Oct 20th from web

Be sure to check back <http://www.progressiveautoxp.com> for competition updates and to track the progress of Qualified Teams

4:16 PM Oct 19th from HootSuite

Name Prog Auto X PRIZE
Location Playa Vista, CA
Web <http://www.progre...>
Bio The official Progressive Automotive X PRIZE Twitter

877 following 1,017 followers 6 listed

Tweets 337

Favorites

Following



View All...

RSS feed of progautoxp's tweets

- Home
- Groups +
- Profile +
- Contacts +
- Inbox (35) +
- Applications +

Add Connections



Cristin Lindsay

VP, Prize Operations at X PRIZE Foundation

What are you working on?



Your profile is 95% complete [Edit]

Groups



Progressive Automotive X PRIZE

Overview

Discussions

News

Jobs

Subgroups

More ▾

Discussions: Recent Activity (12)



Featured Discussion Undo

Announcement from Progressive Automotive X P

Posted 6 months ago by Vanessa Hambidge, Media Consultant
Follow | Delete | 7 comments »



Featured Discussion Undo

So you want to volunteer?

Posted 5 months ago by Bethann Buddenbaum, Team Development & R at X PRIZE Foundation
Follow | Delete | 6 comments »



Do you believe that a single seat vehicle is a viable automotive option? If so, do you think it would be worldwide or only in select markets?

Posted 9 months ago by Bethann Buddenbaum, Team Development & R at X PRIZE Foundation
Follow | Make featured | Move to Jobs | Delete | 6 comments »



"G-Drive" is an "Emerging Power Generation Tec (Original invention !):

Posted 1 month ago by Musa Gulkaya, Team Leader at The EnerGravity
Follow | Make featured | Move to Jobs | Delete | Add comment »

Team Search Team Profile View Media Telemetry Data

Team X Choose Vehicle Choose Event

- Miles per gallon
- Gallons per mile
- Fuel cost
- Carbon Footprint
- Wells to wheels
Petroleum
- Wells to wheels
Green house gasses
- Speed
- Average Speed
- Total Distance
- Event Time
- Vehicle Position

Submit

Archive Data

Miles Per Gallon

Gallons Per Mile

Fuel Cost

Team Search

Team Profile

View Media

Archive Data

Team X

Choose Vehicle

- Miles per gallon
 - Gallons per mile
 - Fuel cost
 - Carbon Footprint
 - Wells to wheels
Petroleum
 - Wells to wheels
Green house gasses
 - Speed
 - Average Speed
 - Total Distance
 - Event Time
 - Vehicle Position
- Submit

Miles Per Gallon



Telemetry Data



Fuel Cost



Carbon Footprint



Wells To Whoole (petroleum used)



Wells To Whoole (greenhouse gas)



Vehicle Speed



Average Speed



Vehicle Position



Home / Dashboard Leader Board Archive Data

Teams I'm tracking Show All Search by Event Add a team

Mainstream Alternative

Title goes here Miles Driven Fuel Economy Drivetrain Efficiency Emissions Environmental Impact

Vehicle	Miles Driven	Fuel Economy	Drivetrain Efficiency	Emissions	Environmental Impact	Action
Vehicle A	60%	40%	88%	85%	92%	Remove Team
Vehicle B	83%	92%	58%	31%	54%	Remove Team
Vehicle C	29%	55%	53%	77%	93%	Remove Team
Vehicle D	86%	33%	36%	87%	23%	Remove Team
Vehicle E	21%	28%	43%	49%	46%	Remove Team



Home [Team Profile](#)

Team Search Team Profile Telemetry Data Archive Data

- Photos
- Video
- 3D renderings

[View Media](#)



SHRRE

Simplicity

Team Tracking

Team X, Team Y, Team Z

Progressive Automotive X PRIZE Blog Choose Team Blog Make this my default page

Is Electricity a Fuel or Just an Energy Carrier?

September 16, 2009 at 11:58 AM in Podcast | Permalink | Comments (23)

A common criticism of MPGe is that it gives electric vehicles (EVs) an inherent advantage because it does not account for the low efficiency of the current electric grid, an advantage exacerbated by the high efficiency of electric motors. There's validity to this criticism (which I'll get to), but it's specious to base it on the assertion that – unlike other fuels – electricity is just an energy carrier resulting from burning fuel (e.g., coal) upstream.

Yes, electricity is an energy carrier. But so is every other fuel, by definition; that's just physics. Fuels of any type provide potential energy that is converted to kinetic energy by a vehicle's engine, be it an electric motor, an internal combustion engine, a steam engine, etc.

Furthermore, every practical vehicle fuel today results from upstream energy conversions that involve burning some other fuel. Gasoline, for example, is produced from crude oil in refineries that burn and pollute (obvious to anyone who has driven by a refinery)

[Full Story »](#)

Social media features:

OC teacher excited about #PIAXP education program "Fuel Our Future Now" as something creative for science ed
<http://bit.ly/1GsyW707> AM Aug 24th from TweetDeck

0:32 0:32

118 uploads

Joe wrote at 3:40pm on August 3rd, 2009
Combined Technology Solutions welcomes Jenna Crye as our official contact person for Marketing and Public Relations for our CTS XPrize entry.

Progressive Auto X PRIZE Team to Live Blog on Thursday, April 9

In conjunction with this week's Registered Teams Announcement, and the opening of the New York Auto Show, Cristin Lindsay and fellow members of the Progressive Automotive X PRIZE team will be available here, for real-time comment and conversation about this week's announcement. Don't forget to come back on Thursday from 12:30pm-1:30pm EST to post your questions and speak directly with Cristin.

Registered Teams Announcement		(04/09/2009)
12:22	[Be Right Back Countdown]	10 minutes
12:31	[Be Right Back Countdown]	5 minutes
12:34	Cristin Lindsay: Hello, this is Cristin Lindsay, VP Prize Management at the X PRIZE Foundation. I'm excited to have an opportunity to live chat with all of you today. We are expecting a good crowd and we'll try to address as many questions as possible.	
12:35	[Comment From David [Cornell 100MPG]] What is the status of the NYC press event that was slated for September of this year?	
12:36	Cristin Lindsay: Hi David: Thanks for asking. We are still planning a press event in Fall to announce which teams have made it through Design Judging and to reveal more details to the public about our 2010 competition events.	
12:36	[Comment From Bob (EVIN)] Greetings! everyone	
12:36	Cristin Lindsay: We have not yet set a location or specific date for that fall press event.	
12:36	Cristin Lindsay: Hi Bob, Welcome.	
12:36	[Comment From David [Cornell 100MPG]] Will this be an opportunity for teams to showcase their prototype vehicles?	
12:37	Cristin Lindsay: Yes, we will integrate prototype vehicles into our fall press event. We expect there to be multiple other opportunities to showcase prototype vehicles throughout this year and next.	

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Revolution Through Competition

How Can You and Your Sponsors Participate?

Help us tell your story!

- Team and Team Sponsors are highly encouraged to utilize social networking channels and online opportunities such as Facebook, MySpace, YouTube, Flickr, Twitter, blogging, etc. to market Teams, Team Sponsors and the competition
- We can then integrate the feeds from Team-generated Social Media to promote all Teams and the competition
- Teams and Team Sponsors are highly encouraged to create their own Team multi-media content (photos, videos and more) about their Team's story, the Team vehicle building process, vehicle testing, etc. and share it with X PRIZE in an effort to expand outreach

Social Media & Team Content Details

- Team/Team Sponsor logos and banner advertisements may appear on Official Team Websites
- Official Team Websites may be linked to the official competition websites
- Competition logo or branding may appear on Team websites, Team Sponsor websites, Team-produced media, Team Facebook Groups/Fan Pages, Team YouTube channels or other social networking sites with prior written approval from X PRIZE
- Team-produced multimedia content about the Team & the competition:
 - Can be used publicly with approval by X PRIZE
 - Must comply with Sponsorship, Marks & Advertising provisions of MTA
 - Can include coverage of vehicle development & the story of the Team/Team members but can not include coverage of the competition events themselves

MTA Q&A

MTA Q & A: Team Content

Q: Paragraphs 8.6.b and 8.6.c seem to prohibit the teams from filming or having a professional video photographer or spectators film our efforts. Is that the intent?

A: Teams (and Team Sponsors) can generate competition-related content
Content must comply with Sponsorship, Marks and Advertising provisions of MTA

Teams (and Team Sponsors) can use this content with X PRIZE approval (and with a license to X PRIZE)

At competition events, spectators and Team members documenting are fine... as long as they are not paid and they do not plan to sell or publish

Agreements with third-party producers regarding Team Content are subject to X PRIZE approval

MTA Q & A: Third-Party Producers

Q: If we already had a production deal in place with a third-party producer, prior to signing the MTA, is the Team responsible to disclose the contents of the agreement and seek X PRIZE approval?

A: If the Team has entered into an agreement with a third-party producer in connection with the production or use of the Team Content prior to signing the MTA, the Team shall notify X PRIZE of the agreement and may be required to revise the agreement to ensure it complies with the MTA

MTA Q & A: News Coverage & Media Content

Q: What is the difference between News Coverage and Media Content?

A: News Coverage is any news program, news update or news story in any media format devoted solely to the broadcasting or distribution of information about current events

Media Content is the actual content gathered by paid or unpaid documentation or recording of the competition, Team members, interviews, names, likeness, background stories of Teams/members, etc. developed in connection with the competition, excluding News Coverage

X PRIZE owns all Media Rights related to competition including the exclusive right to control Media Content ...however, Teams can generate content as previously discussed

MTA Q & A: Paid and Non-Paid Coverage

Q: What is the difference and the rules pertaining to paid coverage and non-paid coverage?

A: If a Team or Team Sponsor is going to be paid or pay for the use of competition-related Media Content, the Team must obtain licensing rights from X PRIZE and pay appropriate licensing fees

If a Team receives unpaid coverage from a news outlet, this is considered News Coverage and rights/fees do not apply

Sponsorships and Style Guide

Julie Zona, Director, Team Development & Relations

Team Sponsorships

MTA Q & A: Sponsorships

**Q: Who can be approached regarding sponsorships and fundraising?
Who/what are our category limitations?**

A: Teams are encouraged to seek out individual Team Sponsors to offset Team costs

Prior to entering into any discussions or agreements, the Team must provide a list of target sponsors to X PRIZE for review and seek sign-off from X PRIZE to engage that individual or entity as a Team Sponsor

Current category limitations are as follows: insurance, utility, energy/battery, telecom, tires, car audio, design software, computer networking equipment and beverage

X PRIZE will notify the Teams of a category sale or the release of the category or Team exploitation

The Big Box (giant consumer retail) category is now open for Teams to pursue...we expect more categories to open soon

Style Guide

Style Guide Q & A: Vehicle Logos

Q: How many Team logo identifications are allowed on the vehicle? Is there a limit?

A: Team logo identifications are allowed on the vehicle

Specific size and placement will be outlined in the Style Guide

The limitations are based on percentage of vehicle space and percentage of size not on the number of sponsor logos you are permitted to have

Style Guide Q & A: Vehicle Logos

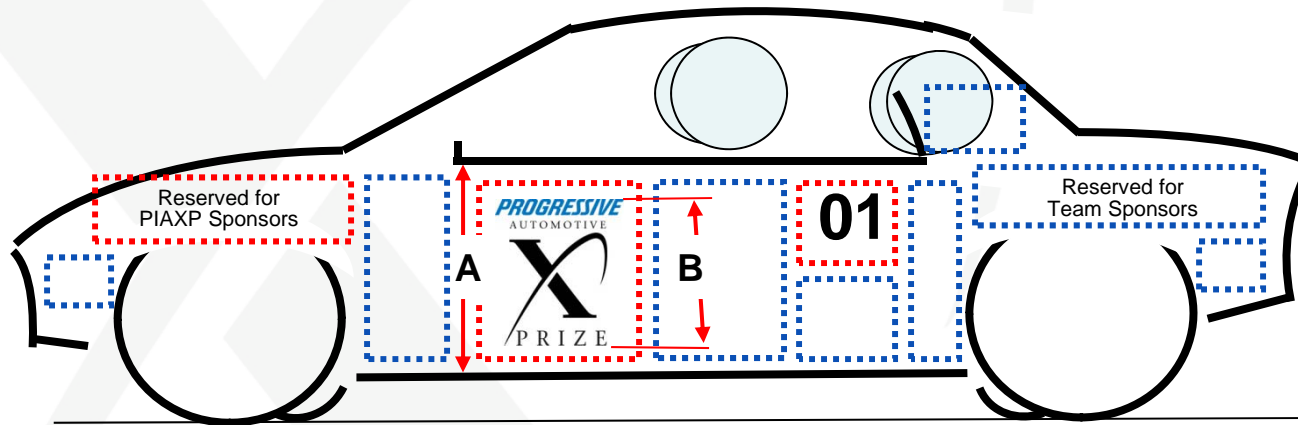
Q: A big part of our budget to cover the cost of the competition was a plan to sell space on the car just like NASCAR. Can you give me a better idea as to how much space I can sell and the size of ads?

A: There are opportunities for you to include your Team Sponsor logos on the vehicle

Specifics regarding size and location will be detailed in the Style Guide

A representative sampling of vehicles follow to demonstrate estimated vehicle layouts and sponsor identification territory

Vehicle Example – Mainstream Class



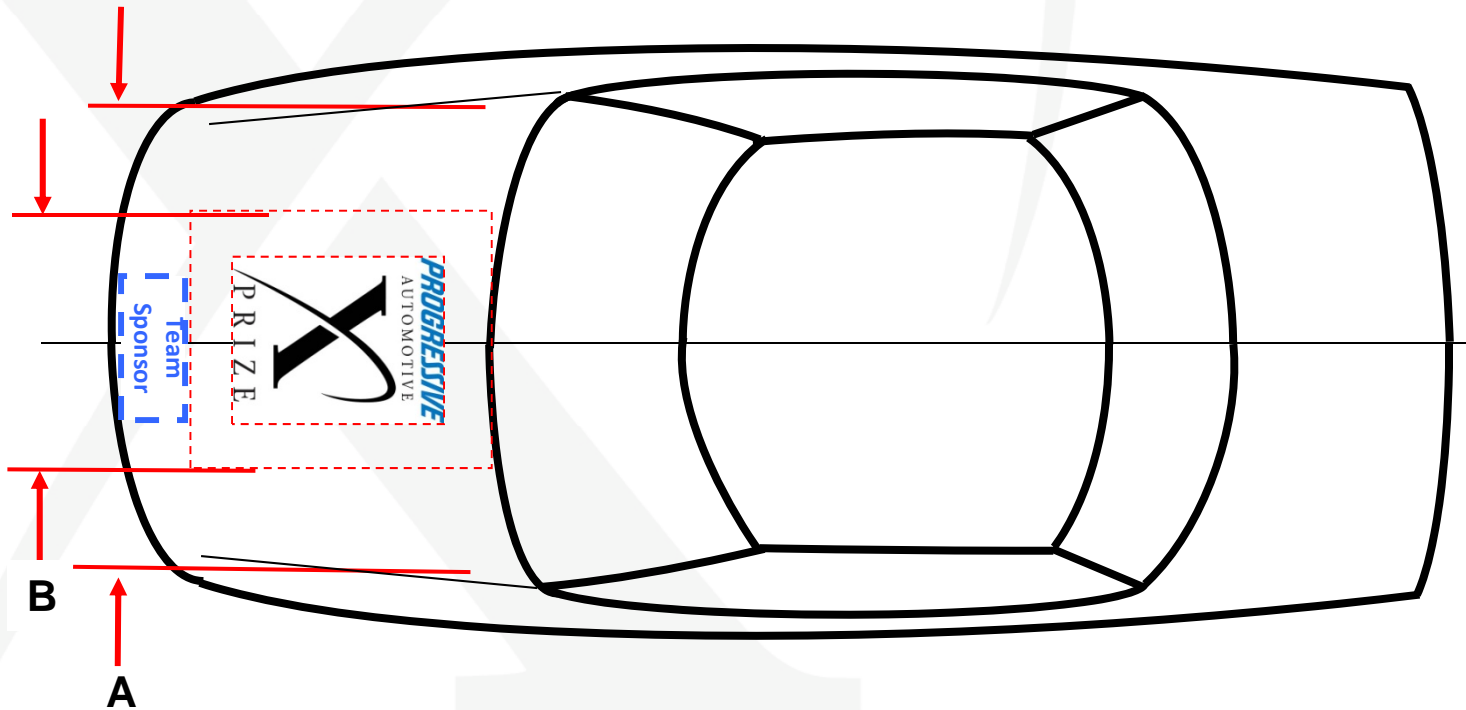
A = Height from bottom of body to bottom of side glass

B = Progressive Insurance Automotive X PRIZE logo at 60% of Height **A**
(this does not include the 25% surrounding white/clear space)

* Vehicle Number at 35% of Height **B**

- Progressive Insurance Automotive X PRIZE Competition logo centered on front driver's door
- Team number centered and North on rear passenger door/ahead of rear wheel opening
- Any area marked in blue is available for Team Sponsor logos
- No single Team Sponsor may have more than one logo per vehicle side but may have more than one logo on each vehicle as long as each Team sponsor logo does not exceed 50% of the size of the Competition Logo and as long as the total logos do not exceed 33% of the vehicle combined per Team Sponsor

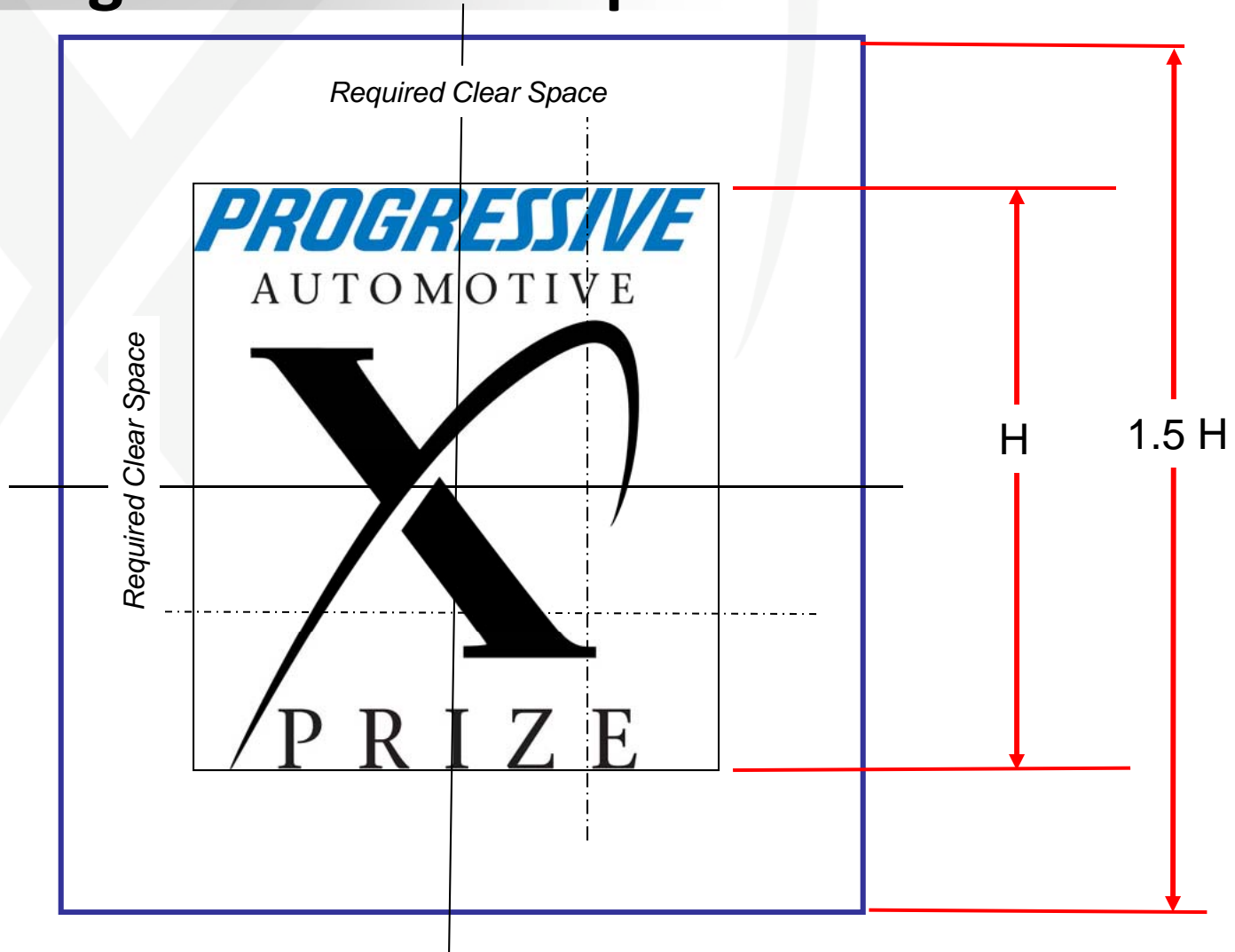
Vehicle Example – Mainstream Class



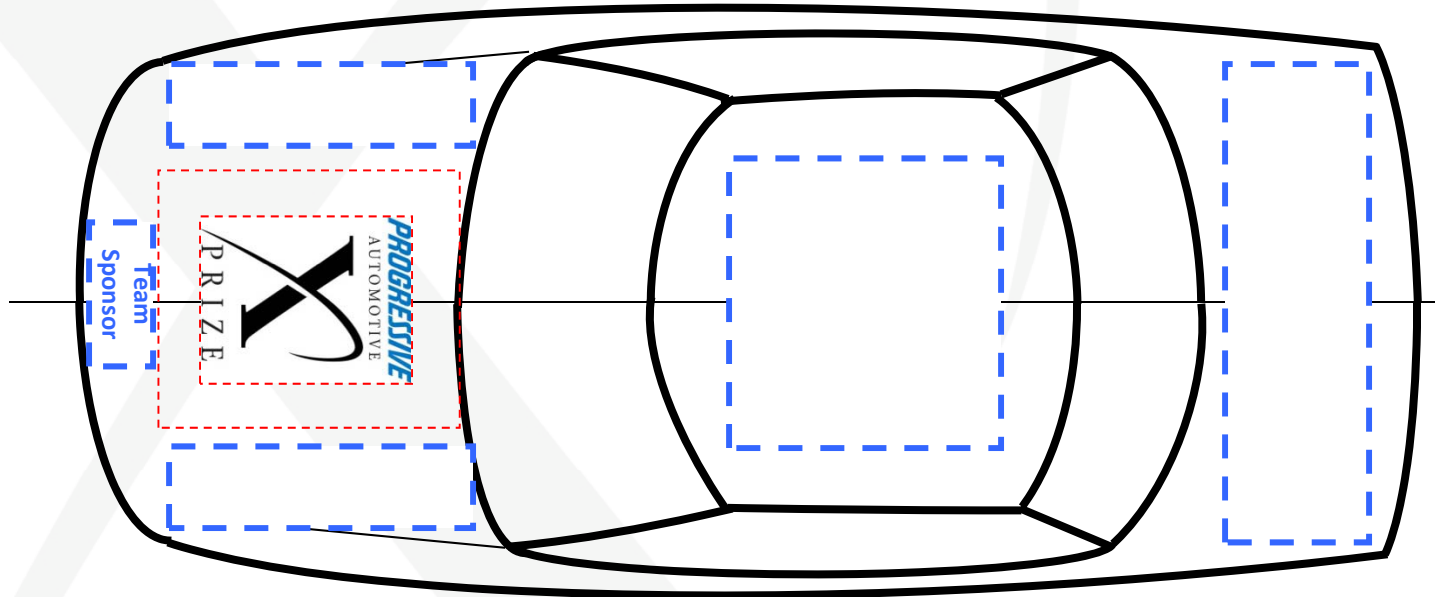
A = Width of Hood at cut line

B = 35% of Width A

Percentage Rule – Clear Space

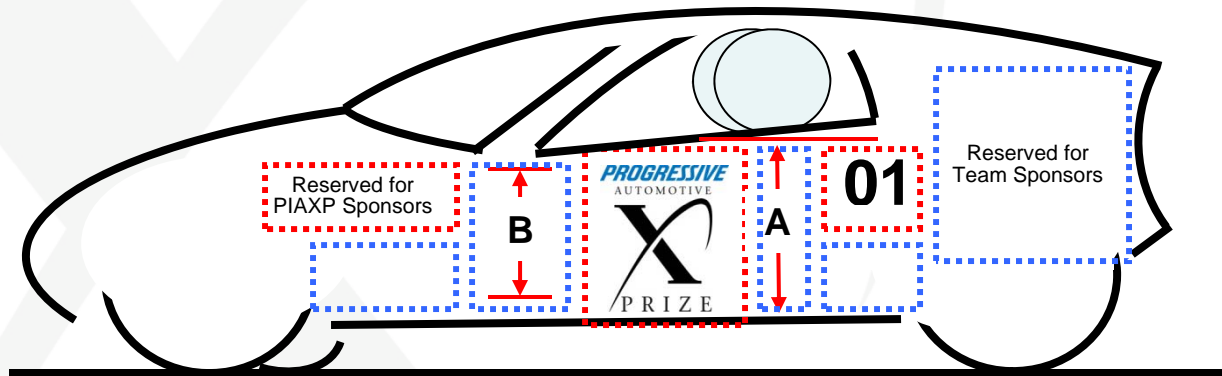


Vehicle Example – Mainstream Class



- Individual Team Sponsor(s) logos may only be 50% maximum size (length X width) of the Progressive Insurance Automotive X PRIZE Competition Logo and may not total more than 33% of the vehicle combined per Team Sponsor
- Progressive Insurance Automotive X PRIZE Competition Logo must be centered and placed North on the hood
- 25% White space/clear space must be maintained surrounding the Progressive Insurance Automotive X PRIZE Competition Logo
- Team Sponsor logos must be centered and placed towards the nose of the hood

Vehicle Example – Alternative Class Side-by-Side



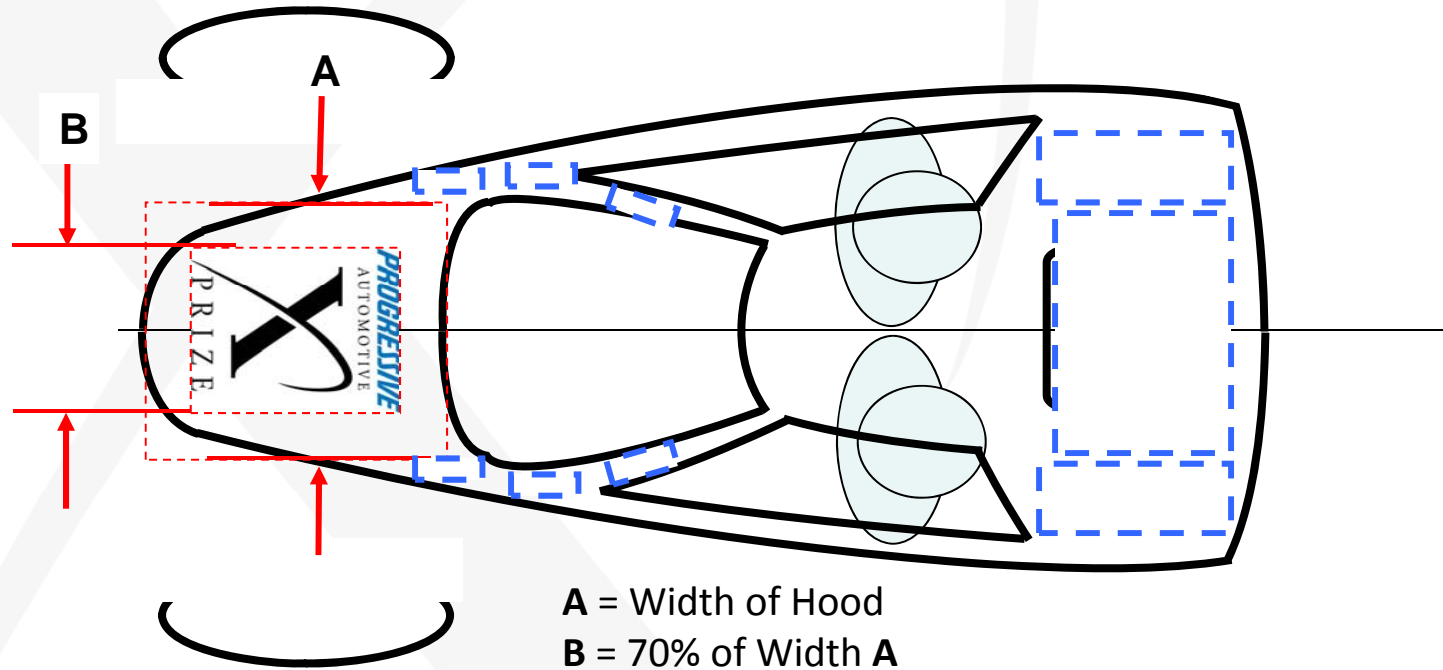
A = Height from bottom of body to bottom of side glass

B = 80% of Height **A** (this does not include the 25% surrounding white/clear space)

* Vehicle Number at 35% of Height **B**

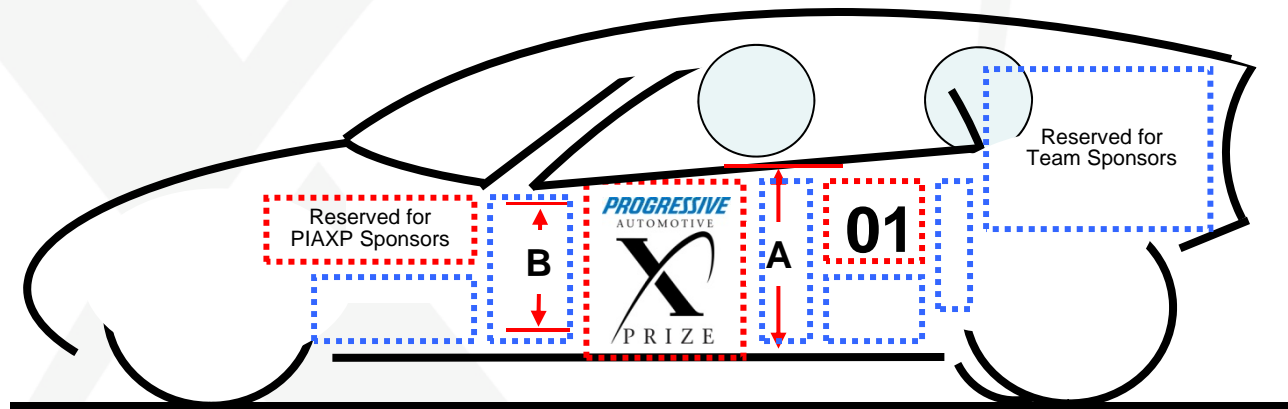
- Progressive Insurance Automotive X PRIZE Competition Logo centered on door and towards the front
- Team number centered and North on door and towards the rear
- Individual Team Sponsor(s) logos may only be 50% maximum size (length X width) of the Progressive Insurance Automotive X PRIZE Competition Logo and may not total more than 33% of the vehicle combined per Team Sponsor
- 25% White space/clear space must be maintained surrounding the Progressive Insurance Automotive X PRIZE Competition Logo

Vehicle Example – Alternative Side-by-Side



- Individual Team Sponsor(s) logos may only be 50% maximum size (length X width) of the Progressive Insurance Automotive X PRIZE Competition Logo and may not total more than 33% of the vehicle combined per Team Sponsor
- Progressive Insurance Automotive X PRIZE Competition Logo must be centered and placed North on the hood
- 25% White space/clear space must be maintained surrounding the Progressive Insurance Automotive X PRIZE Competition Logo

Vehicle Example – Alternative Tandem Seating



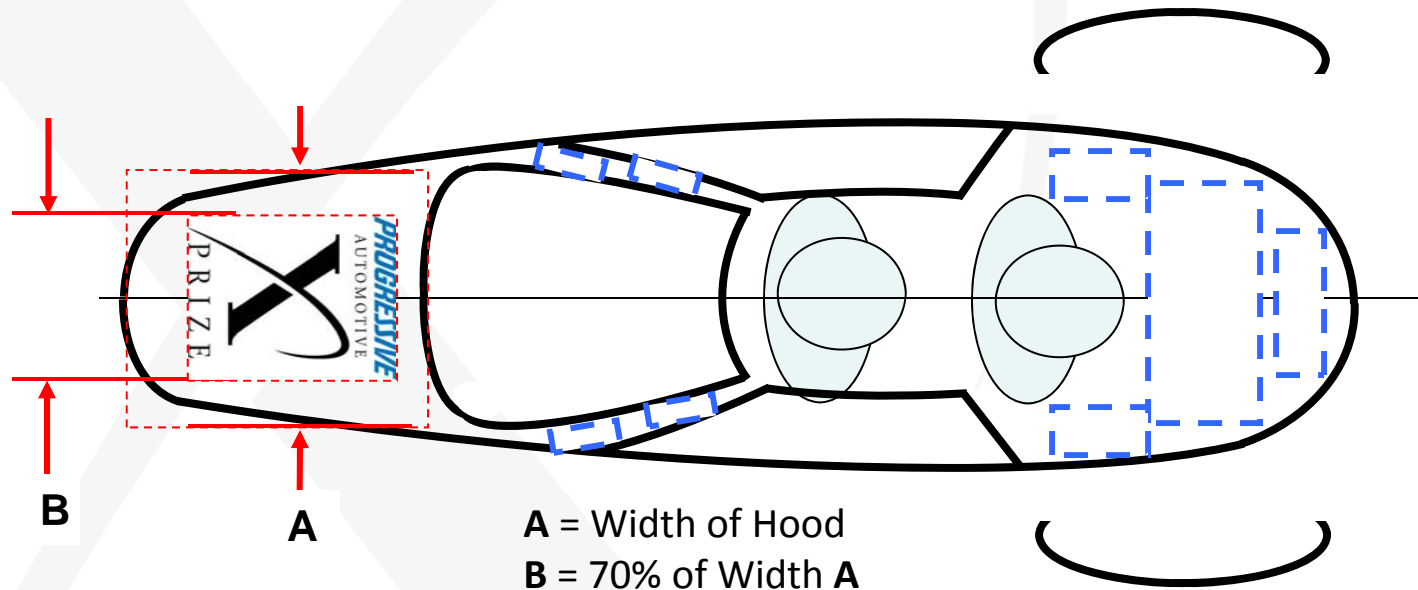
A = Height from bottom of body to bottom of side glass

B = 80% of Height **A** (this does not include the 25% surrounding white/clear space)

* Vehicle Number at 35% of Height **B**

- Progressive Insurance Automotive X PRIZE Competition Logo centered on door and towards the front
- Team number centered and North on door and towards the rear
- Individual Team Sponsor(s) logos may only be 50% maximum size (length X width) of the Progressive Insurance Automotive X PRIZE Competition Logo and may not total more than 33% of the vehicle combined per Team Sponsor
- 25% White space/clear space must be maintained surrounding the Progressive Insurance Automotive X PRIZE Competition Logo

Vehicle Example – Alternative Tandem Seating



- Individual Team Sponsor(s) logos may only be 50% maximum size (length X width) of the Progressive Insurance Automotive X PRIZE Competition Logo and may not total more than 33% of the vehicle combined per Team Sponsor
- Progressive Insurance Automotive X PRIZE Competition Logo must be centered and placed North on the hood
- 25% White space/clear space must be maintained surrounding the Progressive Insurance Automotive X PRIZE Competition Logo

Style Guide Q & A: Uniforms

Q: Required or Regulated uniforms (Logo size / location)?

A: A Style Guide governing logo use, size and placement will be available to assist with placement and size

A website for purchasing uniforms is targeted to be up and running by the end of this year; we will provide a link to the uniform site at that time

There will be a range of approved merchandise from which to choose

Prices will vary based on the uniform pieces chosen by each Team; The uniforms will be offered at cost; X PRIZE will not profit from the sale of the Team uniforms

Style Guide Q & A: Uniforms

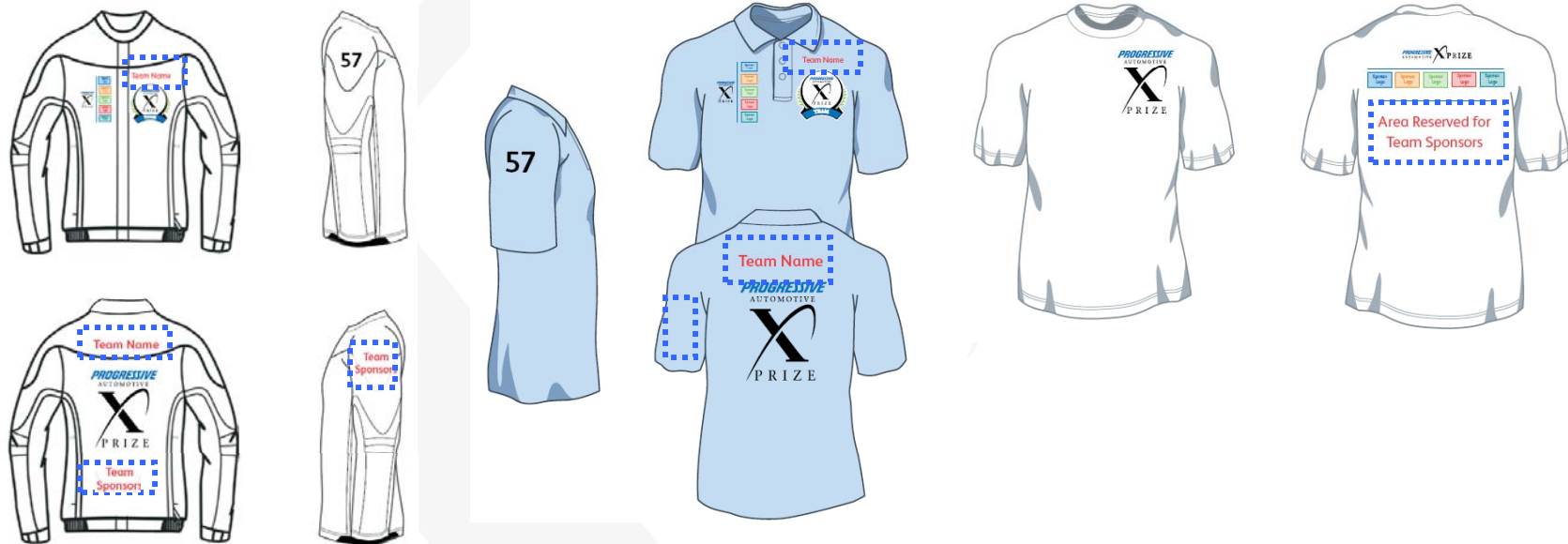
Q: Where on the uniforms will the Team logo be placed?

A: There is space on the Uniforms to include Team and Team Sponsor logos

The Style Guide will provide you the specifics on size and placement

Style Guide

Uniform Example



- Individual Team Sponsor(s) logos may appear only once on apparel and may only be 50% maximum size (length X width) of the Progressive Insurance Automotive X PRIZE Competition Logo and may not total more than 33% of the apparel as indicated by the blue dashed areas
- Progressive Insurance Automotive X PRIZE Competition Logo must be centered if on the back
- 25% White space/clear space must be maintained surrounding the Progressive Insurance Automotive X PRIZE Competition Logo

Style Guide Q & A: Reference

Q: Where can I find the Style Guide and updated information?

A: The goal is to have an approved, yet evolving Style Guide available to Teams by the end of the year

The delay is due to the fact that we want to provide the Teams the most real estate possible, allowing the sale of equitable territory for Team sponsorships

That being said, the Style Guide is a working document and updates will be made on a continual basis in order to provide Teams the answers they need