



## OVERVIEW OF COMPETITION GUIDELINES

The goal of the multi-million dollar Progressive Insurance Automotive X PRIZE 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. A project of the X PRIZE Foundation, the Progressive Insurance Automotive X PRIZE is an independent, technology neutral challenge for teams from around the world to compete in a multi-stage competition for clean, production-capable vehicles that exceed 100 miles-per-gallon energy equivalent (MPGe). Both new vehicles and modifications of existing vehicles are represented in the competition.

### COMPETITION REQUIREMENTS

The Progressive Insurance Automotive X PRIZE will encourage production-capable vehicles and vehicle modifications (not concept cars or experimental products) through tough entrance requirements, judging criteria, performance tests, and a stage competition that together evaluate manufacturability, marketability, safety, durability and performance. The Progressive Insurance Automotive X PRIZE will devote considerable traditional and online media resources to public outreach, education, and involvement.

The Competition Guidelines were developed with the help of numerous experts from commercial, non-profit, academic, and government organizations, and have also been subjected to extensive public review.

Requirements include:

- **Energy and emissions** – Vehicles must achieve significant energy and emissions goals, most importantly in fuel economy, with at least 100 Miles per Gallon or its energy equivalent (MPGe), as well as low total (pump-to-wheels) equivalent greenhouse gas (GHG) emissions and low criteria emissions.
- **Production capability** – All vehicles must be designed to reach the market. They will be judged on specific market criteria detailed in key areas: safety, cost, performance, and business plan.

### VEHICLE CLASSES

Teams will compete in two vehicle classes – Mainstream and Alternative. The classes have the same requirements for fuel economy and emissions, but different design constraints. Specifications for the Mainstream Class are derived from typical existing small, 5-passenger economy, mixed-use vehicles. The Alternative Class has more room for innovation, with reduced range, performance, and design requirements.

### DISTRIBUTION OF PROGRESSIVE PRIZE PURSE

<u>Winner</u>	<u>Progressive Prize Purse</u>
Alternative Class Grand Prize Winner (Side-by-Side Seating)	\$2.5 Million
Alternative Class Grand Prize Winner (Tandem Seating)	\$2.5 Million
Mainstream Class Grand Prize Winner	\$5 Million

### THE PROGRESSIVE INSURANCE AUTOMOTIVE X PRIZE COMPETITION EVENTS

The Progressive Insurance Automotive X PRIZE purse will be awarded in September 2010 after a series of on-track safety and performance tests that will showcase qualified vehicles. Courses will reflect typical consumer driving patterns over varied terrain and in different prevailing weather conditions.

To win the multi-million dollar Progressive Insurance Automotive X PRIZE, vehicles must complete the stage competition with the lowest overall time averaged over all scoring stages while still meeting the requirements for fuel economy and emissions.

For more details on the Competition Guidelines, please visit [www.progressiveautoxprize.org](http://www.progressiveautoxprize.org) or contact the Progressive Insurance Automotive X PRIZE at [progressiveautoxprize@xprize.org](mailto:progressiveautoxprize@xprize.org) or 626-407-2720.