



***DASH+* National High School Contest  
Drive Change Today. Design the Dashboard of Tomorrow.**

The shifting automotive landscape, with new fuel types, fuel economy regulations, and super fuel-efficient vehicles, all point to a change in the way we use and experience the automobile. To fully support this revolutionary evolution, there is a unique opportunity to redesign how interaction and feedback can help drivers increase automotive energy efficiency.

As part of the Progressive Insurance Automotive X PRIZE Education Program (<http://www.progressiveautoxprize.org/education>), funded by the U.S. Department of Energy, the ***DASH+*** national high school contest challenges student teams to use their science, technology, engineering, and math (STEM) skills to design a dashboard of the future that incorporates feedback mechanisms and supports behavior change to help drivers maximize fuel efficiency and reduce environmental impact. ***DASH+*** invites teams to submit their designs, accompanied by a written technical plan/data analysis and video pitch, to convince both the automobile manufacturers and the general public to adopt and embrace their new concepts to better understand energy use in vehicles. Supporting more efficient driving behavior through feedback is at the core of ***DASH+*** as teams stretch the boundaries of what's possible to envision visual, auditory, and other sensory cues and experiential elements to make energy efficiency more participatory.

Registration for ***DASH+*** extends from October 19-February 1, 2010, and is open to students enrolled in grades 9-12. Each team must consist of 2-5 students, with a designated adult mentor over the age of 21. Registration occurs at [www.FuelOurFutureNow.com/contest](http://www.FuelOurFutureNow.com/contest), which is also where the teams must submit their graphic design of dashboard, technical plan/data analysis, and virtual video pitch before March 1, 2010.

A distinguished panel of judges with relevant experience in many fields, including alternative fuels, automotive, design, energy, engineering, environment, math, science, and technology, will review the entries using a supplied rubric to identify the top three teams. The ideas of the top three finalists will then be posted online in May 2010 for a public vote. Ultimately, the ***DASH+*** winning team will be determined by a 55 percent expert judging and 45 percent public voting split, and will be announced in June 2010.

The ***DASH+*** winning team has the chance to travel in July 2010 to Motor City for a VIP experience where they can pitch their concepts to representatives from the automotive industry and receive feedback, showcase their ideas at educational outreach events and online at [www.FuelOurFutureNow.com/contest](http://www.FuelOurFutureNow.com/contest), see the Progressive Automotive X PRIZE vehicles and meet the competing teams, and learn more about STEM-related college programs and career possibilities.

Many resources will be made available on [www.FuelOurFutureNow.com/contest](http://www.FuelOurFutureNow.com/contest) to assist teams. In addition to being able to register and submit online, registered students will have access to a team toolbox with a collaborative work space, and the designated adult will receive mentor support. The general public also will be able to participate in a two-session Webinar series with expert speakers and to review related articles, video clips, and links, as well as being able to view the top three ideas and to vote for their favorite.