



California Air Resources Board and Government of Canada Join EcoCAR as Sponsors

New Diamond Sponsors to Drive Mission to Train a Next Generation of Engineers in Clean Vehicle Technology Solutions

WASHINGTON (February 3rd, 2009) *EcoCAR: The NeXt Challenge* today announced that the [California Air Resources Board](#) (ARB) and the [Government of Canada](#) have signed-on as Diamond Sponsors for the *EcoCAR* Challenge. The new sponsors enable *EcoCAR* to strengthen its public and private partnerships in support of the next generation of engineers competing to improve fuel efficiency and reduce greenhouse gas emissions.

The *EcoCAR* competition, along with its headline sponsors General Motors (GM) and the U. S. Department of Energy (DOE), challenges 17 universities across the U.S. and Canada to redesign and reengineer the 2009 Saturn VUE to further minimize energy consumption and reduce emissions. A joint effort among academic, government and industry partners, *EcoCAR* seeks to inspire the next generation of scientists and engineers by giving them the tools and experience necessary to secure a more energy-efficient future.

“We are pleased to have the California Air Resources Board and the Government of Canada on board as Diamond Sponsors for *EcoCAR*,” said David Rodgers, Deputy Assistant Secretary for Energy Efficiency at the DOE. “It is vital that we collaborate across state, federal and international boundaries to solve our critical energy and environmental challenges.”

The California Air Resources Board is demonstrating a strong commitment to the *EcoCAR* competition because, like the challenge participants, the clean air agency is highly dedicated to reducing vehicle green-house gas emissions while maintaining a high-level of performance and functionality. Supporting ARB’s mission, students will design and build the vehicles based on the categories from ARB’s zero emissions vehicle (ZEV) regulations.

“The *EcoCAR* competition will produce the automotive industry’s next generation of professionals who have a sincere passion for creating the environmentally-friendly vehicles of tomorrow,” said Mary Nichols, ARB Chairman. “Together with *EcoCAR*, we’ll pick up the pace in our efforts to reduce air pollution. Our sponsorship gives us the opportunity to attract newly-minted, top-notch engineers to join our team and apply their experience and talent to help create a sustainable transportation future.”

The Government of Canada, which includes Natural Resources Canada and Transport Canada, is also highly involved in the *EcoCAR* program and has been a long time supporter of the DOE’s advanced vehicle technology competitions, providing technical and program support for more than 22 competitions over 18 years. The Government of Canada's partnership with *EcoCAR* will strengthen the research and development of energy-efficient technologies currently underway at Canadian universities and throughout the Canadian automotive industry.

“The continued health of our economies and our environment demands innovative thinking today, especially where vehicle technology is concerned,” said the Honourable Lisa Raitt, Canada’s Minister of Natural Resources. “Our Government is proud to offer its support and encouragement to the young people who are part of the *EcoCAR* competition.”

EcoCAR continues to sign on high-level sponsors with a passion for green innovation, including the U.S. Environmental Protection Agency (EPA). EPA will support the testing and technical evaluation of the *EcoCAR* vehicles and provide strategic involvement in the execution of the program.

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About *EcoCAR*

EcoCAR is a three-year competition that builds on the 19-year history of [DOE](#) advanced vehicle technology competitions by giving engineering students the chance to design and build advanced vehicles that demonstrate leading-edge automotive technologies. During the program, General Motors will provide production vehicles, vehicle components, seed money, technical mentoring and operational support. The U.S. Department of Energy and its research and development facility, Argonne National Laboratory, will provide competition management, team evaluation and technical and logistical support. Through this important partnership between government and industry, *EcoCAR* aims to inspire and support the next generation of scientists and engineers to unite around the common goal of sustainable mobility.

About the Air Resources Board *California's Clean Air Agency*

California's state legislature established the Air Resources Board in 1967 to protect public health, the economy, and the state's ecological resources through the reduction of air pollution. With the passage of AB 32, the agency must now also develop and implement strategies to reduce greenhouse gas emissions. Since its formation, the ARB has successfully worked with the public, environmental groups, businesses and local and federal agencies to cooperatively reach our clean air goals. While many problems persist, California now enjoys the cleanest air in more than 50 years.

About the Government of Canada

Natural Resources Canada (NRCan) works to ensure the responsible development of Canada's natural resources, including energy, forests, minerals and metals. It also uses its expertise in earth sciences to build and maintain an up-to-date knowledge base of our landmass and resources. The Government of Canada department develops policies and programs that enhance the contribution of the natural resources sector to the economy and improve the quality of life for all Canadians.

NRCan conducts innovative science in facilities across Canada to generate ideas and transfer technologies. It also represents Canada at the international level to meet the country's global commitments related to natural resources.