

Headline	Gearing up for eco-challenge		
MediaTitle	New Straits Times		
Date	25 Nov 2013	Language	English
Circulation	136,530	Readership	330,000
Section	Streets Central	Page No	4
ArticleSize	272 cm ²	Journalist	N/A
PR Value	RM 26,520		



Gearing up for eco-challenge

BANGI: Participants of the Perodua Eco-Challenge and representatives from the automobile company visited several universities that were taking part in the programme recently.

During a visit to Universiti Kebangsaan Malaysia (UKM), the representatives were given a short brief on the progress of their project by students.

Perodua's brand management corporate branding manager Kasthuri Mariappan said the participants have found many ways to improve the car.

"Looking at what they have presented so far it seems good but there are a few things that need to be improved and we are looking forward to seeing the rest of the designs on the day in question," she said.

UKM's team adviser Lohkman Hakim Osman, who is a lecturer from the Faculty of Economics and Management, said the team's preparation is still on going.

"We have completed about 65 per cent of the project, and after the meeting with Per-

odua's representatives, we realise there are a few things that we can improve on.

"We did quite well in last year's challenge, and we are confident that we will do a good job this year," he said adding that his team is vying for the top prize this year.

Some of the categories available for this year's challenge include long distance, engineering, time attack, marketing challenge, styling, and overall champion.

Other institutions taking part in this year's Eco-Challenge include Universiti Selangor, Universiti Teknologi Petronas, Universiti Teknikal Malaysia Melaka, Universiti Malaysia Pahang and Universiti Teknologi MARA, Universiti Teknologi Malaysia, Universiti Malaysia Perlis, Universiti Tenaga Nasional and Politeknik Ungku Omar.

This year RM127,000 is up for grabs.

Since its inception in 2009, Perodua has spent RM6 million on the programme. **By Nor Ain Mohamed Radhi**



Last year's Perodua Eco-Challenge 2012 at Melaka International Motorsports Circuit.