

## ChemFree partners with CPS (Centralized Pumping Systems) to Co-Sponsor the Eco-Friendly Race Car driven by the Aussie Race Team **Swinburne Formula SAE**



Team Swinburne is a Formula SAE (FSAE) team that competes with only one of two electric FSAE cars in Australia. We compete in an annual competition against universities from around Australia and from places such as Germany, Japan and New Zealand. This competition is growing beyond the annual major event with two other informal events held in 2013 in both Perth and Adelaide. The team is also looking at competing in Austria, Germany and the UK in 2014 to test ourselves against the International competition and market our sponsors on an international level.

The Formula SAE competition is made up of dynamic and static events. The dynamic events include activity such as an autocross endurance event, 70 metre acceleration and figure 8 among other events. The static events include a business presentation and explanation of design concepts. Team Swinburne was the number one electric vehicle in the 2012 Formula SAE competition and look to continue to be the No. 1 electric vehicle for years to come.

Team Swinburne provides a plethora of benefits for sponsors including alignment with a sustainable project, advancement in technology, marketing and media exposure, and supporting the community.

Team Swinburne is very unique in the sense that we operate a mini formula one style vehicle that is electric powered. Green energy is such a focus in society and the car provides a great opportunity

for companies to align themselves with sustainable technology. The unusual combination of the physical appearance of the car as well as the unique technology provides a great draw card at events. We attend a range of events each year including the F1 in which thousands of people circulated around our car which was located in the V8 paddock as well as those who passed by our simulator in the education tent. We also have attended Engineers Australia Careers Expo, EV Expo held by the Alternative Technology Association and Glenferrie festival as well as EV festival in Newcastle which we look to attend.

We have also had some amazing media exposure with mentioning on the Herald Sun website, West Australian newspaper and with a feature piece in the Hawthorn Advertiser.

The Team is involved in disadvantaged school events where we encourage school kids with the visual aid of the car to encourage them to break the cycle. This is Team Swinburne's way to try to give back to the community and motivate these kids to go to university.

I believe that there is a clear gap for a company such as Smarter Clean as we don't currently have a sponsor that provides green cleaning products. Team Swinburne is really a unique opportunity to align the company with the future of technology.