

# RAC

**FUTURE CAR  
CHALLENGE.**   
BRIGHTON TO LONDON 05.11.11

PRESS RELEASE – Wednesday 23 February 2011

## The Royal Automobile Club's RAC Future Car Challenge 2011 announced

Following the outstanding success of the inaugural event in 2010, The Royal Automobile Club is pleased to announce that the second RAC Future Car Challenge will take place on Saturday 05 November 2011.

This new initiative will be staged each year during the same November weekend as the Club's London to Brighton Veteran Car Run to actively promote, demonstrate and challenge

new low-energy technology and echo the pioneering start of motoring in 1896. Just as the pioneering 19<sup>th</sup> Century event demonstrated the capabilities of the new found horseless carriage, this new 21<sup>st</sup> Century event provides the platform to promote, demonstrate and challenge the first radical change of the power of motor vehicles since that time.



RAC Future Car Challenge 2010 Overall Winner - Volkswagen Golf blue-e-motion (EV)

A unique motoring challenge for electric, hybrid, hydrogen and low-emission ICE vehicles to use the least energy over a 60-mile route from Brighton to London and finish in front of c. 250,000 audience in London's famous Regent Street, closed to regular traffic especially for the occasion.

The 2010 challenge attracted more than 60 entries, from major motor manufacturers and private entrants, and witnessed the debut of a number of pre-production and development cars of the future. It is the only event in the UK to showcase and challenge future vehicle technology and in action to members of the public.

Speaking after last year's event, Angus Fitton of Volkswagen, the overall winners with their Golf blue-e-motion electric car said: *"The beauty of the Future Car Challenge is that we are all competing on a level playing field. The reaction from the public here in Regent Street has been fantastic, it really surprised us."*

For 2011, The Royal Automobile Club has added many exciting new features to the RAC Future Car Challenge. As a result of the interest in 2010, the target number of entries has been raised to between 80 and 90. Royal Automobile Club trophy awards will be presented in 15 categories of vehicle type (small car, sports car etc) and energy use type (electric, hybrid, hydrogen etc) plus overall winners.

*The Royal Automobile Club's RAC Future Car Challenge (FCC) is organised and promoted by Motion Works.*

Motion Works (FCC) Limited Silverstone Innovation Centre Silverstone Circuit Northamptonshire NN12 8GX England  
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Company Registered in England & Wales Reg No: 7452094 Reg Office: (As above)



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There will be enhanced electric vehicle charging systems at the start, midway and finish. The ceremonial finish in Regent Street, in front of a c.250,000 audience, will be even more spectacular with presentations, celebrity appearances and entertainment. On the Saturday evening of the RAC Future Car Challenge there will be a formal awards dinner at The Royal Automobile Club in Pall Mall.

RAC Motoring Services will continue as the title sponsor of the event and The Daily Telegraph, What Car? Goodyear, the RAC Foundation and the FIA Foundation with their GFEI programme have also confirmed they will carry on as sponsor partners for 2011. A number of new sponsors are expected to confirm their support in the coming weeks with APT Technologies – a European company producing road side electric vehicle charging posts – announcing today their commitment to supporting the 2011 RAC Future Car Challenge.

Adrian Tink, RAC Motoring Strategist, says: *"We're delighted to be title sponsors of the event again this year. Anyone involved in last year's event will have seen the enthusiasm and overwhelming interest from the public in the next generation of cars. With record fuel prices seemingly here for the long run the future of motoring, and particularly the need to reduce our reliance on fossil-based fuels, is even more important than it was 12 months ago - events like this help bring that future to life."*

Speaking at the finish of the 2010 event, Paul Hudson, Motoring Editor of The Daily Telegraph, said: *"Telegraph Motoring is pleased to have been associated with the inaugural RAC Brighton to London Future Car Challenge, an exciting event that showcases the developments in low-emissions technology that we've been covering from the developmental stage. It's an excellent event for manufacturers to demonstrate their environmental credentials and for the public to see cutting-edge technology in motion. We look forward to a closer association with the event in 2011."*

Ben Cussons, Chairman of The Royal Automobile Club Motoring Committee, says: *"We were delighted at the considerable support the first event received and are pleased to announce an even bigger and better RAC Future Car Challenge for 2011. The Royal Automobile Club now extends an open invitation to motor manufacturers, importers, institutions, engineering companies and private engineers to participate in the 2011 RAC Future Car Challenge on Saturday 5 November."*

**Ends.**

### **Notes for editors**

The RAC Future Car Challenge (FCC) takes place on Saturday 5 November 2011, the day before The Royal Automobile Club's world famous London to Brighton Veteran Car Run. Starting at Madeira Drive Brighton, this unique live event will use the traditional 60-mile Veteran Run route in reverse.

The formal finish will be in Pall Mall followed by a special ceremonial finish and presentation in Regent Street. Here, the vehicles will join the display of around 100 pre-1905 motor cars in the London to Brighton Veteran Car Run International Concours in front of an estimated 250,000 audience.

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Entries will be categorised by vehicle type as per the following seven groups: (Euro Car Segment)

1. Small Passenger Car (A&B)
2. Regular Passenger Car (C)
3. Large Passenger Car (D)
4. Luxury Passenger Car (E&F)
5. Sports Car (two-seat) (S)
6. Multi-Purpose Vehicle (M&J)
7. Light Commercial Vehicle (up to 3.5 Tonne)

The Challenge is open to road-legal, concept, development, pre-production and production cars and LCVs (light commercial vehicles) that feature new/alternative low-energy in the following five categories:

1. Pure Electric (EV)
2. Extended-Range (E-REV)
3. Hybrid (HV, HEV, PHEV)
4. Hydrogen (HFEV)
5. Internal Combustion Engine (ICE) - up to 110g/km CO<sub>2</sub> emission, fuelled by any legal means\*

The challenge is to drive the 60 mile official course from Brighton to London using the least energy possible within the 2hrs 45min minimum and 3hrs 30min maximum time permitted.

All participating vehicles will be required to install an official FCC Data-logger with GPS (provided) which will record relevant information including EV voltage and current used at battery output converted to kW-h. On arrival at the Finish in London the FCC Technical team will remove the Data-logger to download the information as required. For hybrid and fuel-based vehicles the fuel consumed will be measured by the technical team and transformed to energy in kilojoules then converted to kW-h. Measurements from the FCC data-logger and the fuel consumed will be combined, where appropriate, to provide the overall energy consumed in kW-h.

**Imperial College London** has been appointed as the official FCC Technical Team with the College now as a formal event partner. In early May the team of low-energy vehicle specialists will present a FCC Technical Seminar at the College to present and discuss the final detailed arrangements for the energy-consumed measurement.

The FCC Technical Team will be guided by the FCC Technical & Judging Panel comprising of: Ben Cussons (Chairman) – The Royal Automobile Club Motoring Committee; John Wood – Institution of Mechanical Engineers; Dr Ricardo Martinez-Botas – Imperial College London; Steve Cropley – Autocar; Jon Hilton – Flybrid Systems; Dr David Bizley – RAC Motoring Services and Mike Skinner – GEMS.

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### RAC Motoring Services

- With around seven million customers, RAC is one of the UK's most progressive motoring organisations, providing services for both private and business motorists. Whether it's roadside assistance, insurance, vehicle inspections and checks, legal services or up-to-the-minute traffic and travel information - RAC is able to meet motorists' needs.
- RAC is committed to providing the very highest levels of service to its members and has been ranked first for customer satisfaction by J.D. Power and Associates' UK Roadside Assistance Study for the last four years. RAC was also the top-named breakdown organisation in the July 2009, January 2010 and July 2010 half-yearly UK Customer Satisfaction Index from the Institute of Customer Service.
- RAC awarded a Which? Best Buy for Breakdown Cover - August 2010
- RAC Insurance has also been awarded the Best Overall Vehicle Insurance Provider 2010/11 by themoneypages.com
- RAC is part of Aviva, the world's sixth largest\* insurance group, serving 53 million customers across Europe, North America and Asia Pacific.
- RAC's news releases and a selection of images are available from the internet press centre at [www.rac.co.uk/press-centre/](http://www.rac.co.uk/press-centre/)
- Follow us on twitter: [www.twitter.com/RAC\\_Breakdown](http://www.twitter.com/RAC_Breakdown)
- Follow us on Facebook: [www.facebook.com/RAC](http://www.facebook.com/RAC)

*\*based on gross worldwide premiums at 31 December 2009*

### The Royal Automobile Club

Since its creation in 1897, The Royal Automobile Club has actively supported and promoted the development of motoring in Great Britain including the introduction in 1900 of the famous 1000 Mile Trial, the first motor race - the Tourist Trophy, and the first British Grand Prix. Since 1930 the Club has owned and promoted the London to Brighton Veteran Car Run which celebrates the Emancipation Run of November 1896, an historic event that promoted and demonstrated the capabilities of the then recently invented horseless carriage at a time when electric and steam power, as well as the internal combustion engine, were competing for mass-production dominance.

Each year the Club presents awards such as the **DEWAR TROPHY, SIMMS MEDAL, SEGRAVE TROPHY, TORRENS TROPHY, TOURIST TROPHY** and **WOODCOTE TROPHY** for achievements in motoring and motor sport. It has facilities at Pall Mall in London and Woodcote Park in Surrey and organises over 200 events/functions per year for its 16,500 members.

### Background...

- 1897 - Club founded by Frederick Simms & Charles Moore
- 1900 - Promoted the 1000 Mile Trial
- 1903 - Successfully campaigned new Motor Act
- 1905 - Introduced the first motor race – The Tourist Trophy
- 1911 - Established the Pall Mall Clubhouse
- 1926 - Introduced and promoted the first British Grand Prix, at Brooklands

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- 1930 - Acquired ownership and organisation of the annual **London to Brighton Veteran Car Run**
- Issued the Driving Certificate... up to 1960!
- Introduced the governing body of Motor Sport (MSA)
- 1999 - Independence for RAC Motoring Services
- 2010 - Expansion of Pall Mall Clubhouse
- Introduction of the **Brighton to London Future Car Challenge**

For more information about The Royal Automobile Club visit [www.royalautomobileclub.co.uk](http://www.royalautomobileclub.co.uk)

For more information about the RAC Future Car Challenge visit [www.futurecarchallenge.com](http://www.futurecarchallenge.com).

For more information about the London to Brighton Veteran Car Run visit [www.lbvcr.com](http://www.lbvcr.com)

The Royal Automobile Club's Future Car Challenge 2011 is kindly sponsored by...



**The Daily Telegraph**

**WHATCAR?**

The Royal Automobile Club's Brighton to London Future Car Challenge and London to Brighton Veteran Car Run motoring events are organised and promoted by Motion Works.

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