



UTM
UNIVERSITI TEKNOLOGI MALAYSIA

B3 FORTECH
FORWARD TECHNOLOGY

UTM PERODUA ECO CHALLENGE

**PEC
2012**

PROSPECTUS

2012

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SPONSORSHIP STRUCTURE

How could you contribute and benefit from our program? We have preparing vast opportunities to promote and introduce your corporate image to the people during the challenge with minimum sponsors of :

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**RM 15 000
and above**

Platinum

RM 10 000

Gold

RM 5 000

Silver

RM 1 000

Bronze

RM 500

INVITATION TO SPONSOR

UTM PERODUA ECO-CHALLENGE 2012

Perodua Eco-Challenge 2012 is a continuation of three previous challenges participated by Universiti Teknologi Malaysia since 2009. In the previous participation which is Perodua Eco-Challenge 2011, the UTM team has designed and developed a vehicle using an engine and transmission system provided by Perodua Sdn Bhd. Victory was achieved by UTM team in the 2011 participation where UTM became the **Champion for Engineering Category** as well as **Second Runner Up for**

Design & Participation Category. However, for Perodua Eco-Challenge 2012, every university that participates in this challenge needs to modify their previous vehicles and to compete for five categories which are more challenging than the previous years. We hope to obtain your support to defend our championship of 'Engineering Title' and to win other categories as well as promoting your company during the race.

How can you do your part to contribute and benefit from this challenge? By sponsoring this challenge, your company's corporate logo will appear on our vehicle and will be viewed by thousands of people either during the race or from the media who broadcast the race. On top of that, this is your chance to promote your company's social responsibility to the community.

Join us!



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INTRODUCTION

**PEC
2012**

Perodua Eco-Challenge is back for the fourth time and will be held on **13th to 15th July 2012** at **Melaka International Motorsport Circuit**. In this challenge, students from Mechanical Engineering Faculty are required to improve the 2011 racing car based on the engine and transmission system of Perodua Viva 660cc. The main objective of the Perodua Eco-Challenge 2012 is to provide a training ground for undergraduates to challenge their engineering capabilities and to spur the essence of innovation and creativity among local students. In addition, a new challenge has been introduced in this year's competition in order to give opportunities for students from the Management and HRD Faculty to promote the team as well as the car develop by each of the participating institution.



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For further enquiries,

AZELLA AZIZ WONG

HEAD OF SPONSORSHIP

DEPARTMENT

PERODUA ECO-CHALLENGE 2012

Email : ellawong88@gmail.com

Tel. : 012 - 9691504