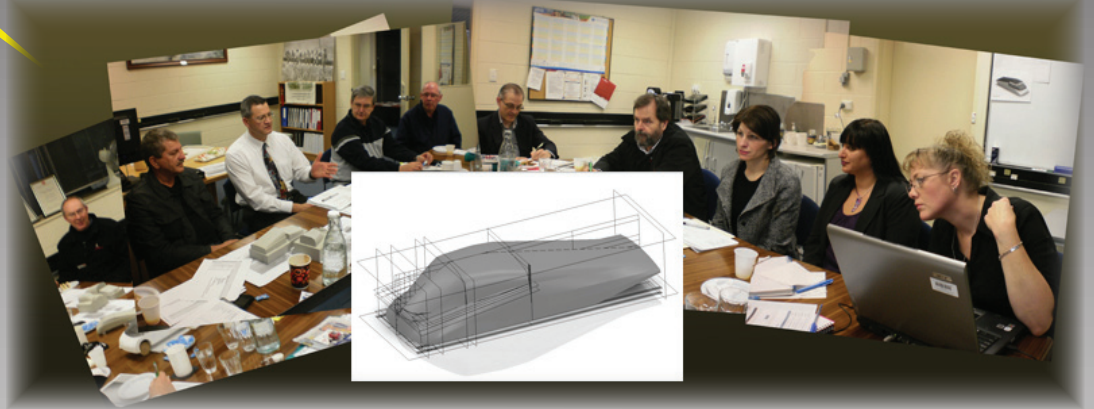




Solar Car Newsletter

August - News and Projects



The Design, Technical, Marketing and Management teams have been very busy in recent months. The new shell design has been finalised. Several shell design proposals have been assessed. The CAD models have gone to the plug maker.

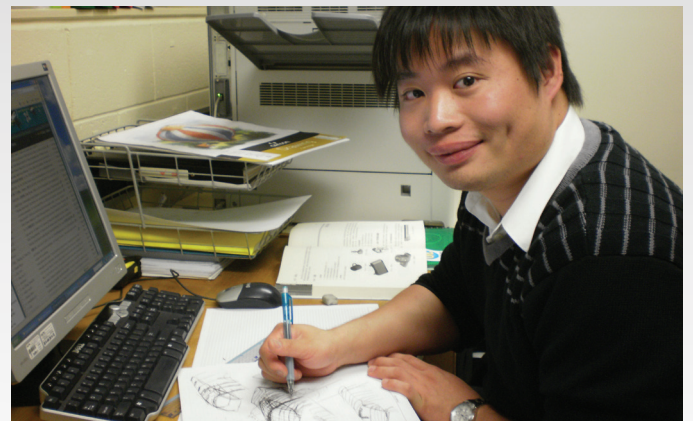
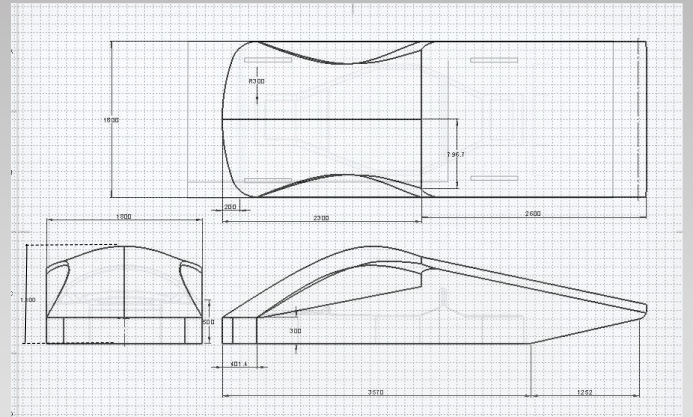
Students in Mechanical Engineering will create the new shell using select composite materials with the first stage of build scheduled to be completed in the second semester 2010.

New changes to the racing specification last month included less battery weight and a specified display area on the body from the frontal view, both of which affect design considerations. As a result our design is more car-like which is also in keeping with the intent expressed by the World Solar Challenge management staff.

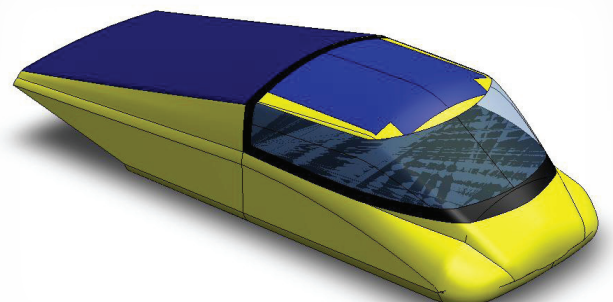
Other changes in race specifications relate to the permitted array area for Gallium Arsenide cells now restricted to 3.00 m² which clearly cuts us out of the new Gallium Arsenide class. The panels we were constructing in 2009 will not be sufficient to compete with the new ones being implemented by the top teams.

Our new car, SolarSpirit II, is being built around silicone cells which are yet to be sourced. We have our goals set for cell efficiency of 25% or better. This power factor will be necessary to compensate for the affect on drag coefficient resulting from the race spec which requires an upright seating position.

We have prepared an excellent framed print of the 2009 Solar Spirit prototype to be presented to our valued supporters in the near future as a token of our appreciation.



Engineering graduate Noel Wong – CAD designs





Prosumer Advocacy Social Media Revenue

Supporters, volunteers, sponsors, professional are the informed prosumer advocates who are assisting TAFE SA lift awareness of the Education objectives of the Solar Spirit Australia program.

WallCann is in the process of raising social media advertising to provide significant awareness of the importance of the relationship between sponsors and TAFE SA with this program.

WallCann has conceived and implemented a Prosumer Advocate marketing program designed to lift brand recognition and create a positive image of sponsors through their association with TAFE SA Solar Spirit program.

The start of our social media campaign was launched with the assistance of Atads media. A 30 second silent video produced by Atads media will be aired through their network throughout Adelaide.

Atads have offered Solar Spirit \$20,000 worth of advertising coverage as part of their sponsorship, including additional Youtube and linked commercial website exposure. A sound track will also soon be added for replay on websites and Youtube. The Prosumer Advocacy process is expected to assist direct sales of Power Anywhere Station, through the Solar Spirit shop.

To view the video visit
www.youtube.com/watch?v=j3Mh26rnoZM

A great example of supporting media is the interviews with senior managers representing our sponsor organisations.

Mark Borlace - Chief Engineer of RAA
Anthony Kittel - Managing Director of Redarc
Colette Smith - General Manager of Telstra
Clive Wallace - Managing Director of WallCann
Steve Groat - Managing Director of T-Mag
Jayne Osborne - Marketing Manager of TIA

To view these interviews visit
<http://solarspiritaustralia.com/media/video>