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TEAM ALPHA 4 FROM PLM FEATURED IN SHELL ECO-MARATHON ASIA FLAG-OFF

The Shell Eco-Marathon Asia, the biggest and most popular fuel efficiency contest in Asia, flags off at the Quirino Grandstand in Manila today with 113 competitors from 15 countries attempting to outdrive one another in squeezing out the most number of kilometers from using just one liter of fuel or one Kilowatt-hour of energy.

The SEM Asia pits students from across the region in developing ultra energy-efficient vehicles that could go the farthest using the least amount of fuel/energy.

The SEM Asia ceremonial flag-off was held today, with President Benigno Aquino III as special guest. Also present at the flag off from Brunei was the Brunei Darussalam Ambassador to the Philippines Her Excellency Datin Paduka Malai Hj Halimah binti Malai Hj Yussof and the Deputy Managing Director of Brunei Shell Petroleum Company Sdn Bhd Hj Salleh Bostaman bin Hj Zainal Abidin.

The first team from Brunei to pass the technical inspection, Alpha 4 from Pusat Latihan Mekanik, was chosen to be among the few teams to be featured at the flag-off.

Student competitors from the Asian region, as well as the Middle East, have flown to Manila for the fifth running of the Shell Eco Marathon Asia, and will all try to beat the record set by a college team from Thailand.

Competing in the Philippines are five teams from Brunei. They will be racing alongside students from universities, colleges and technical institutes across 15 countries. The five teams consist of students from Sekolah Vokasional Bolkiah (two teams), Pusat Latihan Mekanik (two teams) and Universiti Brunei Darussalam (one team).

Two Bruneian teams, each from Pusat Latihan Mekanik and Universiti Brunei Darussalam will be participating in the Prototype category of the competition while the other three teams, two from Sekolah Vokasional Bolkiah and one from Pusat Latihan Mekanik will be competing in the UrbanConcept vehicle categories of the competition.

In 2012, in Sepang, Malaysia, Thai students from Dhurakij Pubdit University were able to run their Ethanol 100 prototype vehicle for 2,903 kilometers with just a liter of fuel.

Unlike the previous eco-marathons that have been staged inside the Sepang International Circuit, this year the competition will run in a 1.2-kilometer course around the Rizal Park at the center of Manila, giving the students a real-world driving experience, highlighting how their fuel-efficient creations can work in a real urban setting.

The teams have been designing and building their energy-efficient vehicles for more than a year. Success is not measured by speed – it is measured by who can drive the longest on the least amount of fuel and become the most fuel-efficient team by thinking creatively about energy efficiency and putting new ideas into practice.

Aside from the competition, the SEMA will also convene partners and other stakeholders around the future of energy, technology and mobility. Shell Eco-Marathon Asia 2014 has broadened and included two new events

– The Shell Energy Lab and the Powering Progress Together Forum also held at the historic Manila Hotel. Both events aim to spark reflection on the world's food, water and energy resource challenges.

The Shell Eco-Marathon began in 1939 at a Shell research laboratory in the United States as a friendly wager between scientists to see who could get the most miles per gallon from their vehicle.

The winner of that contest barely achieved 50 miles per gallon and from these humble origins, a more organized competition evolved. In 1985 in France, Shell Eco-marathon as we know it today was born. In April 2007 the Shell Eco-Marathon Americas event was launched in the United States. In 2010, the inaugural Shell Eco-Marathon Asia was held in Malaysia, where the country hosted the event until 2013.

For more information on all Shell Eco-marathon events across the globe, including official rules, instructions for registration and details on prizes, please visit the Shell Eco-marathon website at www.shell.com/ecomarathon.

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Notes to Editors: Brunei Shell Petroleum Company Sdn Bhd (BSP) should be referred as BSP or Brunei Shell Petroleum for abbreviation or headline purposes. Brunei Shell Petroleum Company Sdn Bhd's activity is primarily for the exploration and production of crude oil and natural gas from onshore and offshore fields. The Government of Brunei Darussalam and a company in the Royal Dutch Shell Group of Companies each owns a 50% stake in BSP.