Shell Eco-marathon

Our first competition of the season is approaching soon! Shell Eco-marathon is a high school and collegiate competition put on by Shell Global. It takes place in Houston, Texas on April 25th-27th. The 2014 season will be the 8th year of competition, and our second time competing. Shell Eco-marathon has two categories, Prototype and Urban Concept, and allows several different energy types. UM Supermileage competes in the Prototype race using gasoline. The race is run on the streets of downtown Houston, a .6 mile urban track around Discovery Park Green. Each team must compete 10 laps in order to have a qualifying run. The current North American mileage record was attained at Shell Eco-marathon 2013 by Université Laval. Unlike SAE Supermileage, our other competition, scores in Eco-marathon are determined solely on mileage; vehicle design is not a factor. However, the competition offers several “Off-Track Awards” including commendations in Vehicle Design, Technical Innovation, and Safety.

Last year, our first time at the competition, UM Supermileage attained 275 miles per gallon at Shell Eco-marathon. This “low” mileage was attributed to poor wheel alignment and high brake scrubbing. This year, in our newly manufactured vehicle, Cypress, we expect to achieve approximately 2,300 MPG.
Sponsor Highlight: Shell Global

Shell is a worldwide group of energy and petrochemical providers. Their focus is to meet global energy needs in a responsible way while exploring and developing new technologies. In 2012, Shell invested over a billion dollars in research and development and more than two billion over the past five years developing alternative energies, carbon capture and storage. Shell hosts the Shell Eco-marathon event every year, one of the events that the University of Michigan Supermileage team competes in. What started in 1939 as a friendly bet between two Shell research scientists has evolved into a global event spanning three continents and driving innovation for sustainable mobility. Student teams from all over the world compete to see who can go the furthest with the least amount of fuel. This year Shell is also hosting a special send-off and has invited UM Supermileage to unveil our finished vehicle. The event is 9:00 am April 3rd at the Cobo Center in Detroit. Shell officials will also be announcing a new and exciting change to future Eco-marathon competitions at the send off event!

Meet Some New Leads

Daniel Lee

Position: Internal Affairs
Major: Freshman engineering

What he's excited about:
I'm excited to become Internal Affairs Chair because I get to work closely with all the sub teams and really get into the gears of the machine that is Supermileage.

Why he joined:
I decided to join Supermileage because I thought it would be a great opportunity to work with a team and learn the hands on portions of engineering that can't really be replicated in a classroom. It's also a great way to meet and work with upperclassmen and learn from them.

Favorite Pudding:
Chocolate.

Agney Deshpande

Position: Race Strategy Team Officer
Major: Sophomore, Industrial and Operations Engineering

What he's excited about:
I'm excited to take this team into its 5th year; as we gain experience, Race Strategy becomes a more important component of what makes us competitive. I am also looking forward to validating our assumptions with testing.

Why he joined:
I am enthusiastic about our project because it has direct, current applications to the real world. We aren't using new technology, just applying it in different ways. I can tell that the older members are passionate about the project and that they want us to learn as much as they have.

Favorite Pudding:
Tapioca

Madison Strauss

Position: DII Team Officer
Major: Freshman, Mechanical Engineering

What she's excited about:
I have been working with John, the current DII lead, on a few new things to possibly incorporate into the car for next year. So, I'm excited to continue developing those ideas, getting us closer to our ultimate mileage goal!

Why she joined:
I decided to join Supermileage because there were opportunities for me to do meaningful work on a small team. I knew I wanted to join a car based design team, I felt like I needed to find what I was interested in specifically, and being on a small team has really allowed me to do that.

Favorite Pudding:
I really hate pudding, a lot.
The purpose of a newsletter is to provide specialized information to a targeted audience. Newsletters can be a great way to market your product or service, and also can create credibility and build your organization's identity among peers, members, employees, or vendors.

First, determine the audience of the newsletter. This could be anyone who might benefit from the information it contains, for example, employees or people interested in requesting your service. You can compile a mailing list from business reply cards, customer information sheets, business cards collected at trade shows, or membership lists. You might consider purchasing a mailing list from a company.

Next, establish how much time and money you can spend on your newsletter. These factors will help determine how frequently you publish your newsletter and its length. It's recommended that you publish your newsletter at least quarterly so that it's considered a consistent source of information. Your customers or employees will look forward to its arrival.

Your headline is an important part of the newsletter and should be considered carefully.

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