



## Da Vinci sponsors “Solar Fern”

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### Da Vinci sponsors exciting sustainability project

*Potsdam, Germany, October 21, 2007* – Da Vinci Communications is supporting a bid to create the world’s fastest silicon powered solar car of 2007.

The car, called Solar Fern, is the New Zealand entry in the 2007 Panasonic World Solar Challenge, which started today. This race pits solar cars against each other in a gruelling 3000km event across the Australian outback from Darwin to Adelaide.

The team intends to drive more than 600 km each day, reaching top speeds of 120 km/h.

Kathrin Kiefer, Sales Director for Da Vinci Communications GmbH, says the Solar Fern support reflects Da Vinci Communications’ interest in promoting sustainable energy. The company has a close relationship with New Zealand’s innovative technology industry.

“Through Solar Fern’s performance, we want to demonstrate how far sustainable solar power has come in the last 20 years and highlight advances in alternative energy technology,” says Ms Kiefer.

Da Vinci Communications’ support has helped fund the design of Solar Fern using technologically advanced, high performance materials, including a carbon fibre body shell, lithium batteries and composite wheels.

The design features several secret innovations that are expected to challenge traditional ideas about how to harness solar power for transportation purposes.

The World Solar Challenge is more than just a race. Over 3000km, reliability and organisation can become key factors. Good strategy is essential to getting the most from the changing winds and clouds. Since energy efficiency decreases greatly with speed, the best strategies avoid extended periods of high speed, concentrating instead on maintaining a steady, optimal speed during all phases of the race.

Rob Glassey, project leader and mechanical team leader for the Solar Fern project says the support of Da Vinci Communications has helped the team’s research and design efforts. He applauded the efforts of companies like Da Vinci Communications to support the development of sustainable forms of transport and communication.

“As fossil fuel prices rise and alarm increases about the potential impact of global warming, the time has never been better to be associated with the exploration and promotion of alternative energy,” he says. “This project helps us to explore what it is possible to achieve in alternative energy, and we hope our findings, supported by Da Vinci Communications, add to the body of knowledge about this important topic.”

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