



## Press Release for DriveSense/Peugeot Eco Cup Training

On Saturday 20<sup>th</sup> February 2010 DriveSense instructors trained eight UK participants in preparation for the Peugeot Eco Cup which starts on the 28<sup>th</sup> February.

The challenge involves a 1000 kilometre drive between Paris and Annecy to be covered within a minimum of 31 hours on a single tank and using as little fuel as possible. 18 nations will take part with four teams from each nation.

Each team of two drivers will use either a Peugeot 207 HDI, 308 HDI, 3008 HDI or 5008 HDI. The vehicles were allocated by way of an on line competition on the Peugeot website. Prospective competitors were asked to describe what makes a good eco driver and which vehicle they would prefer to compete in.

The vehicles will be ballasted in order to guarantee weight equity between all the crews in each category. No modifications will be allowed and strict controls are in place to ensure that the competition is fair. The winner of each category takes home the car that they competed in!

Although the teams had been practicing eco techniques, the training from DriveSense saw an average improvement of 13.4 mpg over a set route. Average speeds were increased on average by 1.6 mph. DriveSense has vast experience of eco driving through our delivery of Smarter Driving in conjunction with the Energy Saving Trust. The instructors concentrated on simple techniques and to improve economy but also to ensure safety and concentration during the 1000km route.

DriveSense would like to wish the competitors good luck!

Further information about DriveSense can be found on our website [www.drivesense.co.uk](http://www.drivesense.co.uk) or by telephoning +44 1628 581 930

Further information about the Peugeot Eco Cup can be found at [www.peugeot.co.uk](http://www.peugeot.co.uk)





## THE MAJOR PRINCIPLES OF THE CHALLENGE

The challenge: 1,000 km between Paris and Annecy to be covered within a maximum of 31 hours on a single tank and using as little fuel as possible.

### The challenge's key stages:

- Departure on 28 February between 9h00 and 10h30, departures by country (4 vehicles) leaving every 5 minutes.
- Event put on hold Sunday night: arrival before 23h00 at the Mulhouse stage essential (dinner and night at hotel).
- Departure at own time of choosing from the hotel in Mulhouse on Monday 1 March as of 7h30.
- Free option for lunch on Sunday and Monday with luncheon vouchers provided (no alcohol).
- Thanks to the *télépéage* badge you will drive through road tolls in dedicated lines without having to pay but, above all, without having to stop nor print papers (this line can be recognised by the T displayed above the booths).
- One mandatory control point is imposed on Sunday and another on Monday.
- Respect the French Highway Code (some road signs are shown in the appendix) .
- Consumption of alcohol is prohibited during the challenge (please note that breath tests will be conducted).
- Take a break from the wheel every 2 hours. Take breaks in car parks or reserved stopping zones and not by the side of the road.
- A panel of sports commissioners will examine individual cases and give a ruling. No appeals will be accepted.





- You will be given a mobile phone. This will enable you to contact the organising team or your country facilitator in the event of a problem or question (your facilitator will be your main contact person, acting as an interpreter and centralising information. Feel free to call on your facilitator for assistance).
- Your car's fuel tank will be filled under the watchful eye of a bailiff. Access to the tank will be sealed. Any seal which has been tampered with or removed will result in disqualification (an emergency jerry can will be provided in a sealed box in your boot for use if you run out of fuel). Using it will not automatically disqualify you but according to our calculations most of you should be able to cover the entire route using the initial full tank alone. If you want to finish high up on the classification then being an exemplary eco-driver from start to finish is your best option.
- Both you and your cars will be weighed in order to achieve a fair overall weight for the crew. Ballast may be placed in your boot. This will be sealed and should not be tampered with on pain of disqualification. For each crew (driver and codriver onboard) the entire man-machine unit will weigh the same as for the other competitors in the category (by car model).
- At the finishing line, fuel consumption will be checked under the supervision of a bailiff. The crew having consumed the least fuel per vehicle category will be declared winner of the "Peugeot Eco Cup".
- In the event of a failure to comply with the afore-mentioned rules and, more broadly, the rules set out in the regulations for the Peugeot Eco Cup challenge and the event's Sporting Rules, the vehicle may be excluded from the challenge at any time.

