



Environ-MENTAL

The steering wheel is made from Carrots...

powered by Waste Chocolate and Vegetable Oil...

with Potatoes used to produce the bodywork...

and it goes 125mph round corners!

Following the recent turmoil in Formula 1 arising from the high costs of running competitive motor racing teams, and doubts in sponsors' minds over the commercial value of their involvement, the viability of motor racing is being critically questioned. With this in mind the Warwick Innovative Manufacturing Research Centre (WIMRC), part the University of Warwick, are seeking to prove to the motor industry that it is possible to build a competitive racing car using environmentally sustainable components.



Faster than a speeding carrot: The World's First F3 Racing Car with an environmental conscience



The new WorldFirst racecar is a clever piece of lateral thinking. It is the first Formula 3 racing car designed and made from sustainable and renewable materials, putting the world first by effectively managing the planet's resources.

The project truly is a World First as the team have examined all the components of the vehicle and attempted to introduce a green and sustainable element into each aspect of the car. **Components made from plants** form the mainstay of the car's make up, including a race spec steering wheel derived from **carrots and other root vegetables**, a **flax fibre and soybean oil** foam racing seat, a woven **flax fibre** bib, **plant oil** based lubricants and a bio diesel engine configured to run on fuel derived from **waste chocolate and vegetable oil**. It also incorporates a radiator coated in a ground-breaking **emission destroying catalyst**.

As original equipment manufacturers focus on decreasing engine emissions, to meet future CO₂ legislation, the WorldFirst project proves that if you are going to wholeheartedly embrace the '**green is great**' ethos and do more than merely posture, you have to broaden your vision. This must encompass a strategy that stretches throughout the chain from the raw materials to the final disposal of the car. The project clearly demonstrates that automotive environmentalism can and should be about the whole package.

Project Manager, James Meredith a researcher in WMG at the University of Warwick, said *"It's been very exciting working on the project and important for our team to develop a working example of a truly 'Green' motor racing car. The WorldFirst project expels the myth that performance needs to be compromised when developing the sustainable motor vehicles of the future"*

Notes to Editors

- For further information, please contact Matthew Heatherington from the WorldFirst Racing Press Office on **0121 200 7200** or alternatively via email on **matthew.heatherington@lifeagency.co.uk**
- Key WorldFirst team members; James Meredith, Dr Steve Maggs and Dr Kerry Kirwan, who are all researchers at the University of Warwick, are available for interview via Matthew Heatherington
- Additional press ready photography available on request