

TEAM
SUPERMILEAGE JMI
PRESENTS
ZOOM

2016-2017
Sponsorship Pamphlet



ABOUT THE EVENT



SHELL ECO-MARATHON ASIA, is an engineering Project in which teams build, design, test and race vehicles achieving maximum mileage. Team Super Mileage JMI, is going to compete with more than 100 teams in Singapore from March 16-19, 2017 from Asia's most prestigious institutions who have qualified the event. The project promotes the application of the theoretical concepts in a practical environment while balancing the budget and design requirements.

THE COMPETITION

What do we do?

We design and build an energy efficient urban concept vehicle to compete with the top universities of the Continent in SHELL ECO-MARATHON ASIA 2017.

How do we win?

By fabricating a lightweight vehicle, developing substitute systems and modifying custom available engines to produce optimum power by consuming the least volume of fuel.

Who participates in competition?

More than 100 international teams participate in the four-day competition which requires students to balance design and cost with dynamic performance while following a strict set of safety guidelines and standardize rules.

What Happens at the competition?

A thorough Technical Inspections of the vehicle takes place which includes various car design and driver safety parameters after which teams are granted track access for competition run.

Team with the best mileage wins the race.

HISTORY

This is our second participation in Shell Eco-Marathon Asia; earlier we took part in the 2016 edition which was held in Manila, Philippines. It was our first time at the event, and it proved to be a learning experience for us, inspiring us to bring out better this year.

In Shell Eco-Marathon Asia's 2016 Edition we were among the overall ten teams from India that got selected in every category of the competition through the third and final phase in which competed against the top-notch Asian Universities.

Last year we used a 50cc engine to drive our vehicle which belonged to 'Urban Concept' category. The vehicle called 'CRUX' ran on gasoline and managed to achieve fuel efficiency of 85kmph.

#SEMA2016 turned out to be a great experience for us.



ALL GEARED UP

Learning from the shortcomings of last year we have tuned up everything for the better.

This time around we have come up with a new all Aluminum chassis which is lighter than last year and therefore essential in reducing the load. The weight reduction was possible due to rigorous analysis of chassis and reduction and usage of lighter members based on the results.

Weight reduction has also been done by the usage of lightweight materials like wood and fibreglass. The use of fire retardant sheets have considerably reduced the weight of the car without jeopardizing the safety.

This time for better fuel efficiency results we have used a 100cc highly optimized engine which has been customized to run on CNG. The use of injectors has also bettered the results.

Using these new technologies and custom made parts for the new vehicle we have achieved a mileage of 124km per kg of gas which stands us a very good chance to achieve a podium finish this time.

2017 vehicle ZOOM

- Urban concept prototype vehicle with mileage up to 150km in a kg of CNG
- Equipped with Telemetry systems to provide real-time positioning and driving data
- Methane sensing system to facilitate emergency shutdown in case of a leakage
- Custom brakes, wheel hubs, and steering rack

Drivetrain

- 100cc engine optimized at 75cc to maximize power output with best in class fuel efficiency
- Four speed improvised gearbox to provide optimum speed ratios
- Innovative and lightweight system to substitute differential gearbox

Frame

- Aluminum 6063T6 alloy lightweight space frame
- Acceptable results in the crash test simulation
- Easy to fabricate Ladder type chassis construction
- by SEMA 2017 rulebook

Hull

- Strong and lightweight Carbon Fiber hull
- Aerodynamic shape to reduce drag and improve fuel efficiency
- Composite flooring and guarding

COSTING

Expense	Amount(₹)
Aluminium Chassis	11,000
Engine	40,000
CNG Kit	8,000
Manufacturing costs	45,000
Packaging	30,000
Shipping	5,00,000(tentative)
Total	6,34,000

WHY SPONSOR US?

It is attended by students from over 100 Top Universities across Asia at the mega event. The dynamic event also registers flood of local crowd at Singapore for the three-day festival. Such a lively environment brings with it, amazing opportunities for promotion and advertisement.

Along with the promotion at the event, the sponsors will also get to promote their brand at the felicitation ceremony of the vehicle to be held in the University itself, i.e. Jamia Millia Islamia, New Delhi. The sponsors will also get to interact with the crowd and promote their brand. The logos of the organization on 'Zoom', the apparel and banners act as magnets for students who wish to know more about the companies and the services which may benefit them.

Moreover, finally, our media partners leave no stone unturned while publicizing our sponsors' in general public or corporate lobbies via internet or print media.

- Your Brand becomes synonymous with the memories that participants carry back home from the event.
- Business growth and expansion opportunities.
- Extensive Brand Exposure.
- Enhance corporate interaction.
- Direct product (and service) usage and showcasing.

The glamour, business opportunities and exposure aside, we believe in indulging with our heart and soul with our guests. Constant feedback from our sponsors has made sure that we work towards a win-win situation; wherein both parties are mutually benefited. A team of volunteers is forever at the ready to make certain that all goes with the expectations of the sponsor.

PLATINUM | Sponsor - Rs 5, 00,000/-

- Acknowledgement as the Title sponsor at all locations and vehicle will be presented as 'Title Sponsor presents ZOOM'.
- Name and logo of the company to be prominently displayed on the side face of the car (19x19) cm.
- The organization's logo will have a mention on our banners (80x80) cm, T-shirts (9x9) cm.

- Shall get a mention with a logo and a link on the sponsor's section of the Facebook page.
- Standees with sponsors logos and company material at a publicity event.
- An international platform for advertising your brand.
- Publicity at the events conducted at college or university updates.
- We will be keeping our car in Sponsor's Exhibitions and events.
- The organization will also be provided with a framed picture of the year's team.

GOLD | Sponsor - Rs 3, 00,000/-

- The organization's name will be highlighted as the Co-Sponsor in all official mentions of Vehicle.
- Name and logo of the company to be prominently displayed at the side face of the vehicle.
- The organization's logo will have a mention on our banners (60x60) cm, T-shirts (7x7) cm.
- Shall get a mention with a logo and a link on the sponsor's section of the Facebook page.
- An international platform for advertising your brand.
- Publicity at the events conducted at college or university updates. The organization will also be provided with a framed picture of the year's team.

SILVER | Sponsor - Rs 2, 00,000/-

- Acknowledgement as the Associate Sponsor at all locations.
- Name and logo of the company to be prominently displayed at the side face of the vehicle.
- The organization's logo will have a mention on our banners (50x50) cm, T-shirts (6x6) cm.
- Shall get a mention with a logo and a link on the sponsor's section of the Facebook page.

- An international platform for advertising your brand.
- Publicity at the events conducted at college or university updates.
- The organization will also be provided with a small framed picture of the year's team.

BRONZE | Sponsor - Rs 1, 00,000/-

- Acknowledgement as the Event Sponsor at all locations.
- Name and logo of the company to be prominently displayed on the side face of the vehicle.
- The organization's logo will have a mention on our banners (30x30) cm, T-shirts (5x5) cm.
- Shall get a mention with a logo and a link on the sponsor's section of the Facebook page.
- An international platform for advertising your brand.
- Publicity at the events conducted at college or university updates.
- The organization will also be provided with a small framed picture of the year's team.

CONTRIBUTOR | Sponsor - Rs 50,000/-

- Name and logo of the company to be prominently displayed at the side face of the vehicle.
- The organization's logo will have a mention on our T-shirts (4x4) cm and some promotional products.
- Shall get a mention with a logo and a link on the sponsor's section of the Facebook page.
- An international platform for advertising your brand.
- Online publicity via social networking sites.
- Publicity at the events conducted at college or university updates.

Meet the Team



Mentor

Dr Abid Haleem is Professor of Mechanical Engineering, Jamia Millia Islamia, and New Delhi. He has also been founding Honorary Director, HOD of the Mechanical Dept., and has also been Honorary Visiting Professor to IIT Delhi. He has been the main source of inspiration behind the efforts. It is his knowledge and guidance because of which we could fabricate the vehicle and compete in this elite competition.



from left:
Karan Mittal,
Puneet Malhotra,
Spandan Rohilla,
Tarbiya Khanam,
Abhishek Goyal,
Zeeshan Ahmed,
Yash Chaturvedi

Representing Team SupermileageJMI from Jamia Millia Islamia during the official photo-shoot at day 3 of Shell Eco-Marathon Asia 2016, held in Manila, Philippines

New Faces



Shahwaz Khan

Aftab

Find us

Team Supermileage JMI

Jamia Millia Islamia, New Delhi



: <https://www.facebook.com/JMISupermileage>



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