



MEDIA RELEASE

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SUN SHINES ON WORLD SOLAR CHALLENGE PARTNERSHIP

The future is shining even brighter for the biennial World Solar Challenge event, Darwin to Adelaide, thanks to a winning partnership with Veolia Environmental Services Australia, CEO of the South Australian Motor Sports Board, Mark Warren announced today.

The deal includes naming rights for this year's event which will now be known as the Veolia World Solar Challenge in 2011.

Mr Warren said reaching the agreement with such a significant global corporation was a turning point not only in the history of the event but in its future development and profile in the corporate world.

"With the backing of one of the world's leaders in environmental services, we have a much greater chance of taking solar cars technology out of the future fantasy realm and into the garages of everyday Australians," Mr Warren said.

"Thirty nine teams from 20 countries qualified for this year's event, representing millions of dollars that are literally crossing the country. A significant share of that current investment is international," he said.

"A company such as Veolia, with a strong profile both internationally and in Australia, will inspire and build on Australian corporate support encouraging industry and other sponsors to do even more for the future of sustainable transport here in Australia.

"I would like to publicly acknowledge and thank Veolia for their support and belief in the integrity of this unique event.

Doug Dean, Managing Director of Veolia Environmental Services, Australia, described the partnership as a natural fit with Veolia's approach to developing viable and sustainable environmental solutions.

"As a global leader in the provision of environmental services, Veolia is committed to supporting innovation which improves our environment, whilst also promoting renewable and alternative energy sources. We are therefore very proud to partner with the World Solar Challenge in 2011".

For further media information or interviews please contact:

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Veolia World Solar Challenge, pioneered by the South Australian Tourism Commission