



## 2012 Team APEV with Monster Sport Pikes Peak EV Challenge

With the preservation of the environment and a goal of a sustainable society at heart, APEV (Chairman, Soichiro Fukutake) organized the Pikes Peak EV Challenge Committee to take on the challenge as 'Team APEV with Monster Sport' in the Pikes Peak International Hill Climb to be held in July 2012 in Colorado, USA.

As you know, global environment problems are becoming serious problems like global warming phenomenon. As a solution of this world wide problem, diffusion of the use of high performance electric vehicle is got awareness from the world. People in the world are working on this.

In this coming Pikes Peak International Hill Climb race, we bring Japanese latest technology together to the development for the EV. We would like to inspire people all over the world by challenging and win the race with EV at great Rocky Mountain, Colorado US.

To participate and win in a world-famous auto race in an electric vehicle is not the only goal for Team APEV with Monster Sport. The other aim is to participate in the following 5 areas of activities.





## 1. Challenge to Pikes Peak International Hill climb

We will prove the excellence of EV (Electric Vehicle ) by challenging to the high-power engine car with our EV which is developed by Japanese great technology at the world highest stage. Also to promote the dissemination of EV with the activity and technology which has been developed for this race challenge is the ultimate goal of our challenge.

## 2. Environmental Project

By challenging with EV against reciprocating engine car, we prove the potential and possibility of EV for a countermeasure of global warming and other environmental problems.

In particular, we will show arrival of the EV era with strong impression to the world, by challenging with EV which has been developed by 6th successive win world record champion to his world record of reciprocating engine car.

## 3. Junior Project

At the same time as bringing a dream to children, we will create the opportunity for children to learn and experience fun and excellence of EV. Also we will have some plans (contain games) which children are interested in.

## 4. Senior Project

By Nobuhiro Tajima's challenge to the world at the age of 62, we hope over 60 aged people find their grip and courage and for their more beautiful life. Also with various events which bring dream and hope to senior people, we cheer Japan up.

By showing challenge of Nobuhiro Tajima who becomes 62 years old in this year, we hope senior generation gets energy and courage and for their more beautiful life. Also with various events which bring dream and hope to senior people, we cheer Japan up.

## 5. Support the Disaster Victims project

With challenging new world record together with the people who suffered from the earthquake in the Tohoku region, we would like to send dreams and confidence.

We provide plans that we can challenge to the race together with "Cooperation and consideration" which is necessary for revival. Then we combine our latest EV technology with next-generation EV and make the ideal EV come true.





## Organization committee

### Pikes Peak EV Challenge Committee

#### [Committee Member]

APEV [Association for the Promotion of Electric Vehicle]

TAJIMA MOTOR CORPORATION Co.,Ltd.

#### [Chairman]

Soichiro Fukutake (APEV chairman) - Benesse Holdings, Inc. Chairman-

#### [Members]

Yasunobu Suzuki (NTN Corporation CEO)

Nobuhiro Tajima (APEV Chief Commissioner ) - Chairman and CEO TAJIMA MOTOR CORPORATION Co.,Ltd. -

Kohei Kusaka (APEV Commissioner) -The University of Tokyo School of Engineering: Specially approved visiting professor -

Hiroshi Fujiwara (APEV Commissioner) - CEO, Nano-Optonics Energy -

Takahiro Suzuki (APEV Adviser) - Nagasaki Industrial labor Policy Bureau EV & ITS group supervisor-

#### [Executive director]

Mamoru Shiiki (APEV Executive director)

#### [Executive Member]

Ikuko Tanaka (APEV vice director)

Tomoyuki Ishikura (Tajima Motor Corporation PR group director)





## Race project

### [Participation race]

Race name : The 90th Pikes Peak international hill climb

Place : Colorado Springs, Colorado, USA

Race schedule : 3<sup>rd</sup> -8<sup>th</sup> July 2012

### [Participation car]

Monster sport E-RUNNER Pikes Peak special

New development prototype EV (electric car) racing car

Development, production : Tajima motor Corporation Co., Ltd.

### [Driver]

Nobuhiro Tajima

Pikes Peak international hill climb Defending champion, the world record holder (9 min 51 sec 278)

Seven times of overall victory (in 1995 2006 through 2011)

### [Team]

General manager : Soichiro Fukutake

(APEV chairman- Benesse Holdings, Inc. Chairman-)

Cheerleader : Yasunobu Suzuki

(NTN Corporation Chairman and CEO).

Team manager : Paul Wilding

(Monster sport team manager)

Chief engineer : Naonobu Tajima

(TAJIMA MOTOR CORPORATION Co.,Ltd. President)

Chief EV system engineer : Masahide Nagano

(TAJIMA MOTOR CORPORATION Co.,Ltd Engineering department EV project leader)

Chief mechanic : Makoto Waga

(TAJIMA MOTOR CORPORATION Co.,Ltd Experiment department)

Public information : Tomoyuki Ishikura

(TAJIMA MOTOR CORPORATION Co.,Ltd Public relations department)





## Partners

### **Mitsubishi Heavy industries, Ltd**

- Battery

### **GoPro (Woodman Labs, Inc)**

- Video camera

### **NTN Corporation**

- CV Joints、Bearings

### **Benesse Holdings, Inc.**

- Education, life support, care, language study

### **SIM-Drive Corporation**

- Technical cooperation

### **FALKEN TIRE [Sumitomo Rubber Industries, Ltd.]**

- Tire

### **TAJIMA MOTOR CORPORATION Co.,Ltd**

- Race car design / production, team administration

### **KTC [Kyoto Tool Co., Ltd.]**

- Tool





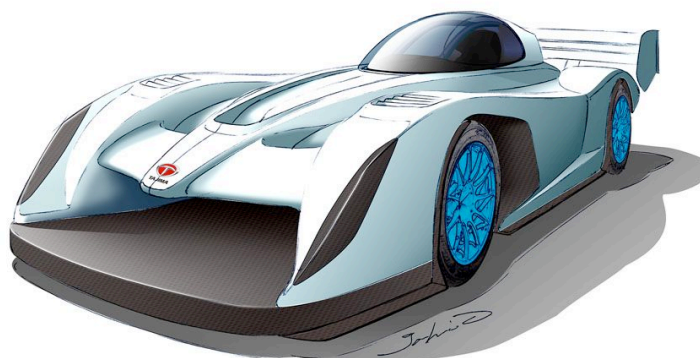
## Contact

### Team web site/ Social media

Team official website URL : <http://www.apev.jp/teamapev>

Team official Facebook page (Japanese) URL: <http://www.facebook.com/teamapev>

※ You can download image of the racing car from Team official website.



### Pikes Peak EV Challenge Committee

#### [Executive Member]

Ikuko Tanaka (APEV)

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Tomoyuki Ishikura (TAJIMA MOTOR CORPORATION Co.,Ltd.)

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**SIM-Drive**

