

Shell Truck Design Challenge

Shell Lubricants* is pleased to announce the Shell Truck Design Challenge, which is an opportunity to bring the innovation of Class 8 truck design to some of the brightest high school and college student minds of the future in Michigan.

The contest is inspired by the Shell Eco-marathon Americas and the AirFlow StarShip initiative. The Shell Eco-marathon challenges student teams to design, build and drive the most energy-efficient vehicle. The competition runs under global technical and safety rules and rewards teams that excel both on and off the track. The AirFlow StarShip is a joint project between Shell Lubricants and AirFlow Truck Company that will feature a completely new design with the aim of breaking current fuel efficiency records for Class 8 trucks after its debut in 2017.

While much attention is given to the exterior design of a vehicle, the interior design and function is equally important with the rapidly increasing integration of technology into current and future mobility. With this in mind, the **Shell Truck Design Challenge will require entrants to design the interior of a prototype Class 8 truck that will have to connect to at least one and up to all four of the design criteria – connectedness, safety, fuel economy and ergonomics.** The winning design creator or team in each of four categories will be announced at the Shell Eco-marathon in Detroit in April. Each category winner's school will receive \$1,000.

Design Criteria Description

Connectedness – The design must provide a connected environment that offers a technological platform that can provide consistent, interoperable and safe operations for all users. Elements to consider for integration include telematics, music, media, entertainment, GPS and more.

Safety – The design must demonstrate that proper safety has been integrated so that it meets current safety requirements. This includes seat belts, mirrors, airbags, etc. The use of connected devices and technology must include safety as a consideration to ensure that they do not distract the driver while operating the vehicle on the road.

Fuel Economy – Develop ways to monitor and increase fuel economy. This can include autonomous driving systems, ways to help the driver alter their driving style to achieve maximum fuel mileage, monitoring of engine and transmission functions, tire pressure and more.

Ergonomics – Design a truck interior that is suitable for driving on highways for long distances. Considerations should include comfort so as to minimize fatigue over a long drive. This includes seating, layout of the interior for easy intuitive use by the operator, integration/use of devices such as smart phones and more. The design can also include an optional living area for the driver.

Deliverables for Each Design Criteria:

- Renderings/drawings/sketches showing interior design from several perspectives. At least one must show a person and their expected driving environment.
- A brief essay (200-400 words) about how the design element provides the operator of a class 8 truck with simple, functional and safe mobility.
- The above should be submitted for each element you select.

Design Properties to Be Displayed:

- Sketches, computer-generated renderings, engineering drawings

Entries Are Evaluated On the Following Criteria:

- Relevance to the design element
- Design value and quality
- Concept originality
- Developmental potential

Entry:

Registration/entry form available from March 8 through April 11, 2016

Design entry submissions accepted beginning March 8 through April 18, 2016

How to Enter:

All entries can be submitted via email to ecomarathonamericas@shell.com.

Shell Truck Design Challenge Contest

OFFICIAL RULES

Open only to high school, technical, vocational, and college students in Michigan
(Void where prohibited)

1. **NO PURCHASE NECESSARY. VOID IN NEW JERSEY, VIRGINIA, PUERTO RICO, U.S. VIRGIN ISLANDS, OTHER U.S. TERRITORIES AND POSSESSIONS AND WHERE OTHERWISE PROHIBITED BY LAW.**
2. **CONTEST DESCRIPTION:** The Shell Truck Design Challenge *Contest* (the “Contest”) is sponsored by Pennzoil-Quaker State Company d/b/a SOPUS Products (the “**Sponsor**”).

(i) CONTEST DESCRIPTION

The Contest gives eligible students (high school, college or an accredited secondary, technical or vocational educational institution in the state of Michigan) in Michigan the opportunity to design the interior of a prototype Class 8 truck that will have to connect to at least one and up to all four categories of the “**Design Criteria**” – **Connectedness, Safety, Fuel Economy** and **Ergonomics** as defined below.

Connectedness – The design must provide a connected environment that offers a technological platform that can provide consistent, interoperable and safe operations for all users. Elements to consider for integration include telematics, music, media, entertainment, GPS and more.

Safety – The design must demonstrate that proper safety has been integrated so that it meets current safety requirements. This includes seat belts, mirrors, airbags, etc. The use of connected devices and technology must include safety as a consideration to ensure that they do not distract the driver while operating the vehicle on the road.

Fuel Economy – Develop ways to monitor and increase fuel economy. This can include autonomous driving systems, ways to help the driver alter their driving style to achieve maximum fuel mileage, monitoring of engine and transmission functions, tire pressure and more.

Ergonomics – Design a truck interior that is suitable for driving on highways for long distances. Considerations should include comfort so as to minimize fatigue over a long drive. This includes seating, layout of the interior for easy intuitive use by the operator, integration/use of devices such as smart phones and more. The design can also include an optional living area for the driver.

Entries for each category of the **Design Criteria** consist of two (2) requirements: (1) Renderings/drawings/sketches showing interior design from several perspectives. At least one must show a person and their expected driving environment; and (2) a brief essay (200-400 words) about how the **Design Criteria** category provides the operator of a class 8 truck with simple, functional and safe mobility. Entries may be submitted in the following acceptable forms: (1) Concepts in two dimensions, and/or (2) Sketches, computer-generated renderings, engineering drawings. Each eligible entry submitted will be reviewed by the representatives of the Sponsor (the “**Judges**”) during the Judging Period to determine the Grand Prizes selected entrant, as more fully set forth below.

The Contest will flow as follows:

- **Contest Submission Period:** The contest submission period (“**Contest Submission Period**”) begins on March 8, 2016 at 12:00:00 a.m. Eastern Time (“**ET**”) and ends on April 18, 2016 at 11:59:59 p.m. ET.
- **Judging:** Judging begins on or about April 19, 2016 and ends on April 24, 2016. During the Stage Two Selection Period, the Judges will review the submission by each contestant in order to select the Grand Prize selected entrants. The Judges shall select the Grand Prize selected entrants in their sole and unfettered discretion in accordance with the procedure and criteria (see clause 7).
- **Winner Announcement:** The Grand Prize winners in each category will be announced on or about April 24, 2016.

3. ELIGIBILITY:

- (i) **CONTEST ELIGIBILITY:** To enter the Contest and be eligible to win a Grand Prize (see clause 11.i) (i) you must be a legal U.S. resident residing in the United States or District of Columbia (excluding New Jersey, Virginia, Puerto Rico, the U.S. Virgin Islands and other U.S. territories and possessions), (ii) you must be attending high school, college or an accredited secondary, technical or vocational educational institution in the state of Michigan, and (iii) you must have reached sixteen (16) years of age at the time of entry (Note: if an entrant is a minor and less than the age of majority in his/her state of residence (“**Minor**”), the Minor’s parent or legal guardian must provide his/her consent to the Minor prior to submitting an entry and, if selected for the Grand Prize, his/her parent or legal guardian who has reached the age of majority in the state of residence must also sign any necessary release form required).

Employees, officers and directors of Sponsor, its parent companies, subsidiaries and affiliates or a Shell wholesaler or retailer (including the wholesalers and retailers themselves), their respective advertising and promotional agencies, or the Judge or the independent judging organization (Sponsor and such entities, collectively, the “**Released Parties**”), members of their immediate family (regardless of where such family members live) and individuals residing in the same household of each (whether or not related) are ineligible to enter or win the Contest. “Immediate family” is defined as (a) spouses or domestic partners, and (b) parents, siblings, and children and their respective spouses and domestic partners. Email addresses received online shall be deemed to be submitted by the authorized account holder of the email address submitted at the time of entry. “Authorized account holder” is defined as the natural person who is assigned to an e-mail address by an internet access provider, on-line service provider, or other organization (e.g. business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

Illegible, incomplete, late, lost, falsified, damaged, misdirected, mutilated or garbled entries will be disqualified.

4. **HOW TO ENTER THE CONTEST:** During the Contest Submission Period, a Registration Form must be completed and submitted by the student. If you are a Minor and less than the age of majority in your state of residence, your parent or legal guardian must provide consent and provide his/her name and email address and complete the Registration form on the your behalf. The student (or his/her parent/legal guardian on his/her behalf) must complete his/her full name and email address; confirm that he/she has read and agrees to these Official Rules and click “I agree”. Registration entry form will be available from March 8 through April 18, 2016 at www.shell.us/truckdesignchallenge

Design entry submission available from March 8 through April 18, 2016. All entries can be submitted via email to ecomarathonamericas@shell.com. Submissions must be received during the Contest Submission Period. Entries generated by script, macro, robotic, programmed, or any other automated means are prohibited and will be disqualified. The Sponsor will not be responsible for late, lost, illegible, falsified, damaged, misdirected, mutilated, inaudible, garbled or incomplete Submissions or Entries, and such Submissions or Entries will be void. All Submissions and Entries become the property of the Sponsor upon receipt and none will be returned.

5. SUBMISSION FORMAT AND CONTENT:

- i. Each submitted Entry must:
 - be in English;
 - include at least one and up to all four categories of the “**Design Criteria**” – **Connectedness, Safety, Fuel Economy** and **Ergonomics** as defined in Section 2 (i).
 - include: (1) Renderings/drawings/sketches showing interior design from several perspectives (at least one must show a person and their expected driving environment); **and** (2) a brief essay (200-400 words) about how the **Design Criteria** category provides the operator of a class 8 truck with simple, functional and safe mobility.
 - Entries may be submitted in the following acceptable forms: (1) Concepts in two dimensions, and/or (2) Sketches, computer-generated renderings, engineering drawings.

- ii. All submissions for consideration as an Entry, and which are thereafter eligible for the Grand Prize, must:
 - not, in the sole and unfettered discretion of the Sponsor, contain any nude, sexually explicit, disparaging, discriminatory, libelous or other inappropriate content;
 - not, in the sole and unfettered discretion of the Sponsor, contain any commercial content that promotes any product or service other than that of the Sponsor;
 - not, in the sole discretion of the Sponsor, contain any language suggesting or encouraging illegal activity;
 - not contain anything that infringes anyone’s rights;
 - not contain any copyrighted works
 - not contain any materially visible third party trademarks or logos;
 - not contain any advertising, prominent public figures or professional actors;
 - not have been used for another contest;
 - be submitted only once.

Sponsor retains the right, in its sole and unfettered discretion, to disqualify any Official Entry which violates any of the above requirements or which fails to adhere in any way to the requirements of these Official Rules.

6. **GRANT OF RIGHTS:** In exchange for being considered in the Contest, each entrant into the Contest hereby irrevocably grants to Sponsor, its designees, affiliates, successors and assigns, all rights in entrant’s submitted design(s), including but not limited to all rights to make, use, sell, copy, sublicense, and to transmit, distribute, publicly perform, publish, delete or display the Entry in any media now known or hereafter devised including, but not limited to all forms of electronic media, print media and all forms of internet and wireless protocol in perpetuity and throughout the universe for advertising, marketing, publicity and promotional purposes in connection with the

Contest and other promotions. Sponsor shall have the right, in its sole discretion, to edit, composite, morph, scan, duplicate, or alter the Entry for any purpose which Sponsor deems necessary or desirable, and each entrant irrevocably waives any and all so-called moral rights they may have therein.

7. PRIZES:

- i. **GRAND PRIZE:** There will be one (1) grand prize awarded in each of the four (4) ‘**Design Criteria**’ categories – **Connectedness, Safety, Fuel Economy** and **Ergonomics** as defined in Section 2 (i).
- ii. The Grand Prize in each Design Criteria category consists of \$1,000.00 in the form of a check made payable to the educational institution of the student (or student team) selected as a grand prize winner in each Design Criteria category during the Judging process who satisfies the requirements set out in these Official Rules (see clause 3, 4, 6 and 7). In order to receive the Grand Prize, the educational institution of the student (or student team) must agree to these Official Rules and provide a [Release of Liability form] and any applicable tax forms requested by Sponsor.

In the event that the educational institution cannot or does not accept any or all portion(s) of the Grand Prize, there will be no extension, transfer, substitution or any kind of compensation provided. The Sponsor reserves the right, in the event that the Grand Prize or any component of a Grand Prize cannot be awarded as described for any reason, to substitute another prize or component of a prize of equal or greater value, without liability. **Any applicable taxes (including federal, state, provincial and local taxes, and sales taxes) and all other costs and expenses associated with acceptance and use of the prize are solely the responsibility of the educational institution who receives a Grand Prize. In order to receive any portion of a Grand Prize, the educational institution of the Grand Prize Winner must provide Sponsor with copies of any valid tax forms requested by Sponsor, including a Form W-9**

Prizes must be accepted as awarded without substitution, are not transferable, not for resale and have no cash surrender value, except where required by law. The Sponsor reserves the right, in the event that a Prize cannot be awarded as described for any reason, to substitute another prize of equal or greater value, without liability.

8. GRAND PRIZE SELECTION PROCESS: The Grand Prize selection process will consist of one stage as follows:

- i. The Judging Selection Period will take place between April 19, 2016 and April 24, 2016 by {Shell Oil Company} in {Houston, Texas}. During the Judging Period, judges appointed by the Sponsor will judge and assign a score (each, a “**Grand Prize Score**”) to all Eligible Finalists on the basis of the following equally weighted judging criteria: (i) Relevance to the design element, (ii) Design value and quality, (iii) Concept originality, and (iv) Developmental potential.
- ii. All Criteria will be weighed equally. In the event of a tie between two (2) or more Eligible Finalists based on the total Grand Prize Score, the Entries associated with the highest Grand

Prize Scores will be judged by the judging panel that will be appointed by the Sponsor to determine the selected entrant for the grand prize. The Eligible Finalist that is awarded the highest Grand Prize Score (as determined by the judge(s) and Sponsor in their sole discretion) will be deemed to be the selected Contest entrant (the **“Selected Contest Entrant”**). Odds of being selected as the Selected Contest Entrant depend on the number and caliber of the entries submitted.

9. WINNER NOTIFICATION (FOR US RESIDENTS ONLY): The educational institution of the student and the student (or team of students) (or in the case of a minor, his/her parent or legal guardian) and those Selected Sweepstakes Entrants (or in the case of a minor, his/her parent or legal guardian) (Collectively a **“Selected Entrant”**) will be notified just prior to the announced at Shell Eco-marathon Americas in Detroit at Cobo Center on April 24, 2016 via telephone and/or email. The Sponsor shall have no liability if the winner notification is lost, intercepted or not received by the potential winner for any reason. If, despite reasonable efforts, a Selected Entrant does not respond within five (5) business days of the first notification attempt, or if the prize notification is returned as unclaimed or undeliverable to the Selected Entrant, the Selected Entrant will forfeit his/her prize. The Contest Selected Entrant and each of his/her team (if applicable) must complete, sign and have notarized an Affidavit of Eligibility and Liability Release and to, the extent permitted by law, a Publicity Release (the **“Affidavit/Release”**) in order to be declared a Prize Winner. The Affidavit/Release must be returned within ten (10) business days of receipt of the winner’s documents along with any other documentation that the Sponsor may require, or the potential winner may be disqualified and an alternate potential winner will be declared the winner at Sponsor’s sole discretion. **If a Selected Entrant (winner in any category) is a minor and less than the age of majority in his/her state of residence his/her parent or legal guardian must act on his/her behalf in regard to completing the Affidavit/Release or Release Form (as applicable), accepting of the Prize and to take all actions with respect to the Contest on behalf of the Selected Entrant.**

10. AWARDING OF PRIZES: The Sponsor will contact each Grand Prize winner within five (5) days of the Sponsor’s receipt and verification of his/her Release Form or Affidavit/Release (and subject to compliance with all other condition and requirements provided in these Official Rules) to begin arranging the awarding of a Grand Prize to the educational institution of the Grand Prize Winner. In order to receive a Grand Prize, the educational institution of the student (or student team) must agree to these Official Rules and provide a [Release of Liability form] and any applicable tax forms requested by Sponsor.

11. GENERAL:

Consent to Use Likeness: Acceptance of a Grand Prize constitutes the winner’s and winner’s educational institution’s permission for Sponsor and its designees to use the winner’s name, photograph, likeness, voice, biographical information, statements and address (city and state) for advertising and/or publicity purposes worldwide and in all forms of media now known or hereafter developed, in perpetuity, without further compensation, unless prohibited by law.

Release from Liability: By entering the Contest, entrants agree to abide and be bound by these Official Rules and all decisions of the Sponsor and the Judges with respect to all aspects of the Contest, which

decisions relating to this Contest are final and binding in all respects. Entrants agree that the Released Parties shall (A) not be responsible or liable for, and are hereby released and held harmless from, any and all costs, injuries, losses or damages of any kind, including, without limitation, death and bodily injury, due in whole or in part, directly or indirectly, to participation in the Contest or any Contest-related activity (including, without limitation, travel), or from entrants' acceptance, receipt, possession and/or use or misuse of any prize, and (B) have not made any warranty, representation or guarantee express or implied, in fact or in law, with respect to any prize/reward, including, without limitation, to such prize's quality or fitness for a particular purpose. The Released Parties assume no responsibility for any damage to an entrant's or any other person's computer system or wireless phone which is occasioned by accessing the Website or otherwise participating in the Contest, or for any computer system, phone line, hardware, software or program malfunctions, or other errors, failures, delayed computer transmissions or network connections that are human or technical in nature. Without limiting the generality of the foregoing, the Sponsor is not responsible for incomplete, illegible, misdirected, misprinted, late, lost, damaged, stolen entries, email or mail or Grand Prize notifications; or for lost, interrupted, inaccessible or unavailable networks, servers, satellites, Internet service providers, websites, or other connections; or for miscommunications, failed, jumbled, scrambled, delayed, or misdirected computer, telephone or cable transmissions; or for any technical malfunctions, failures, difficulties or other errors of any kind or nature; or for the incorrect or inaccurate capture of information, or the failure to capture any information.

Disqualification: The Sponsor reserves the right in its sole discretion to disqualify any individual who is found to be tampering with the entry process or the operation of the Contest or the Website, to be acting in violation of these Official Rules, or to be acting in a disruptive manner, or with the intent to disrupt or undermine the legitimate operation of the Contest, or to annoy, abuse, threaten or harass any other person, and the Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law. No mechanically reproduced, illegible, incomplete, forged, software-generated or other automated multiple entries will be accepted.

12. Released Parties are not responsible for lost, incomplete, illegible, late, misdirected, stolen, inaccurate, or mutilated entries; or for errors or problems of any kind, whether typographical, printing, human or otherwise, relating to or in connection with this Contest, including without limitation, errors or problems which may occur in connection with the administration of this Contest, the processing of entries, the announcement of the prizes or in these Official Rules, in any drawing-related advertisements or other materials; or for inaccurate entry information, whether caused by equipment, programming used in this Contest, human processing error, or otherwise. Sponsor reserves the right, in its sole discretion, to void any and all entries of an entrant (and disqualify him/her) who Sponsor believes has attempted to tamper with or impair the administration, security, fairness, or proper play of this Contest.
13. Each Contest entrant who is a legal resident of the fifty United States (including the District of Columbia) agrees that all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations of entrants or Sponsor in connection with the Contest shall be governed by and construed in accordance with the internal laws of the state of Texas without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other state's laws.

- 14. REPRESENTATIONS AND WARRANTIES/INDEMNIFICATION:** Each Contest entrant represents and warrants as follows: (i) the Entry is the entrant's own original, previously unpublished, and previously unproduced work; and (iii) the Entry does not and will not violate any applicable laws, and is not and will not be defamatory or libelous. Each entrant hereby agrees to indemnify and hold the Released Parties harmless from and against any and all third party claims, actions or proceedings of any kind and from any and all damages, liabilities, costs and expenses relating to or arising out of any breach or alleged breach of any of the warranties, representations or agreements of entrant hereunder.
- 15.** No correspondence will be entered into except with each Selected Contest Entrant or other selected potential winner. By participating in the Contest, in addition to any other grants which may be granted in any other agreement entered into between Sponsor and any entrant in or winner of the Contest, each entrant irrevocably grants the Sponsor and its designees and their respective successors, assigns and licensees, the right to use such entrant's name, likeness, and biographical information in any and all media for any purpose, including without limitation, advertising and promotional purposes and hereby releases the Released Parties from any liability with respect thereto.
- 16.** The Sponsor respects your right to privacy. Personal information collected from entrants will only be used by the Sponsor to administer the Contest and, only if consent is given at the time of entry, to provide the entrants with information regarding upcoming promotions and/or events from the Sponsor, or by a third party, such as a co-sponsor or a vendor involved in, or providing services in connection with, a promotion. By entering the Contest, all entrants consent to the manner of collection, use and disclosure of personal information as set out in the Sponsor's privacy policy, which is available at <http://www.shell.us/about-our-website/privacy-policy.html> for U.S residents.
- 17. WINNER'S LIST:** Upon the conclusion of the Contest, winners' names will be available online at www.shell.us/truckdesignchallenge
- 18. SPONSOR.** SOPUS Products, 910 Louisiana, Houston, Texas 77002

* The term 'Shell Lubricants' collectively refers to individual Shell Group companies engaged in the lubricants business throughout the world. These are separate and distinct entities. The collective expressions 'Shell' and 'Shell Lubricants' may be used herein for convenience where reference is made in general to those companies or where no useful purpose is served by identifying any particular company or companies.