



**For Immediate Release**  
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## Area Business, Government and Education Leaders Discuss Future of Sustainable Mobility

### *Governor Rick Perry and Austin Mayor Will Wynn Kick Off Energy, Environment & Transportation Panel Discussion Forum at Challenge X Winter Workshop*

**Austin, Tex.** —Members of local environment, education, energy and industry organizations met today at Freescale Semiconductor for a panel discussion to explore ideas on reducing energy dependency and vehicle emissions. Texas Governor Rick Perry and Austin Mayor Will Wynn presented keynote addresses at the event. The discussion forum is part of a four-day training workshop sponsored by Freescale Semiconductor and National Instruments, involving students and faculty from 17 North American universities, including the University of Texas, who are competing in a new three-year engineering competition, *Challenge X: Crossover to Sustainable Mobility*.

Challenge X is a unique program that brings together the resources of industry, government and academia to provide student teams real-world experience as they follow an approach modeled after General Motors' global vehicle development process. Over the three-year program, participating teams will develop solutions to re-engineer a Chevrolet Equinox to minimize consumption and reduce emissions while maintaining the vehicle's performance, utility and consumer acceptability.

"Programs like Challenge X help us attract some of our country's best and brightest young minds to help shape the future of our transportation system, and I applaud all of you for your commitment," Texas Governor Rick Perry said. "We will be watching closely today and throughout the entire Challenge X program for inspiration to help us continue our progress toward cleaner and more efficient transportation, both in Texas and across America," Austin Mayor Will Wynn said.

Freescale Semiconductor President and COO Scott Anderson and National Instruments Senior Vice President Pete Zogas joined the governor and mayor in delivering opening remarks at the discussion forum, which was emceed by U.S. Department of Energy's FreedomCar and Vehicle Technologies Program Manager Ed Wall and moderated by Argonne National Laboratory's Center for Transportation Research Director Bob Larsen. Panelists included representatives from the Department of Energy, General Motors North America, the Texas Commission on Environmental Quality, the CLEAN AIR Force of Central Texas, the Capital Area Metropolitan Planning Organization, the Texas General Land Office, Austin Biofuels, Freescale Semiconductor, National Instruments, the University of Texas-Austin and others.

Panelists answered questions about possible solutions for reducing the environmental impact of vehicles, such as alternative fuels and advanced vehicle technologies, how those solutions might make their way into the marketplace, and the roles the government, industry and consumers play in the process. "The energy and transportation-related issues discussed in this forum are critical issues facing our country today and into our future,"



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said Bob Larsen, Argonne National Laboratory's Center for Transportation Research Director. "Challenge X provides students with unique hands-on experience to these real-world issues, better preparing them to be the environmental, energy and engineering leaders of the next century."

According to Freescale's Scott Anderson, "We're hoping to spark the students' imagination by introducing them to new products and technologies. You never know when an observation might lead to the development of a new technology or new application." Freescale Semiconductor and National Instruments, two local sponsors of Challenge X, are hosting the training workshop at their Austin facilities from January 5-8, 2005. More than two dozen government and industry sponsors support the program, including headline sponsors General Motors and the U.S. Dept. of Energy. National Instruments' Senior Vice President Pete Zogas said, "We are thrilled to support Challenge X and be a part of this competition. Through our unique collaboration with the other sponsors and the 17 universities we can provide these students with training on intuitive, leading-edge software and an opportunity to apply a wide range of technologies to the environmental and engineering challenges of our day."

The discussion forum is the first of a series of events that will be held by each participating university in their home markets throughout the spring. The Challenge X teams will come back together for the Challenge X 2005 competition from June 5-8, 2005 where they will compete for more than \$40,000 in cash awards and trophies at GM's Proving Ground facilities in Mich. For additional information about Challenge X, please visit [www.challengex.org](http://www.challengex.org).

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