

IMO (In my opinion) there is really only one direction the transportation industry must head - **do more with less**. Efficiency has to be increased if we are going to survive. There will always be more people (until the collapse - but that's another issue) and more cars, BUT less fuel to run them. Sure there are some pipe dreams of unlimited hydrogen or nuclear, but for the foreseeable future we all have to get by with less.

Somehow the transportation industry (especially US car manufactures) have blindsided themselves to this. They still continue to pump out gas guzzling SUV and Pickups. Even their new model compacts are not as efficient as their older ones. For example I drive a Ford Escort - it gets over 35 mpg the newer Ford Focus is lucky to get 30. It really peeves me when US auto manufactures wine about setting federal MPG standards. OR when they lay off workers because sales are down. Seems like Toyota and Honda are doing fine. Can you say "hybrids?" Look at the design of the Toyota Prius - aerodynamic detailing, sealed floor pan, light weight body panels, small efficient motor and engine, low rolling resistant tires, etc.. This is the direction the future of transportation should be heading - making more efficient use of a ever dwindling energy source.

This is why I think Electrathon format racing is so important. Students are challenged to do more with less. It pushes the boundaries of what we thought is possible with a limited amount of energy. It does all this and more. It combines it with an exciting racing format that tests the students engineering, team work and attention to detail. It's a win- win-win situation. Students are motivated and learning, designs are tested in a real time format, and society gets the benefit of challenging our machines to do more with less. The students that go through the Electrathon program will have a lasting impression of electric vehicles - they are viable they do work, they can rock and roll, and most importantly, questioning why are they not playing a major role in solving our transportation problems now.

Well said! There is still time for you to head to Iowa and get in on the caucus action! (just kidding)

I agree with your comments. Speaking of an Electrathon program... do students end up with more appreciation/knowledge etc. when they are enrolled in your Electrathon class compared to the pre-class days?