

### Overview



**Name:** zedX - The Formula Student Electric Team at TU Berlin

**Company:** TU Berlin

**Location:** Berlin

**Industry:** Automobile industry

**Product:** CorelDRAW<sup>®</sup> Graphics Suite



*The zedX Vision has a lot of sponsors. The stickers for the logos were all created with the CorelDRAW Graphics Suite.*

## Electrifying Racing!

The August day finally arrived that dozens of students had been waiting for in Hockenheim. For the first time at Germany's world-famous motor racing mecca, fifteen electric-powered racing cars were revving their engines and waiting for the flag to drop. All of them were built by university students from around the world. One group – from Berlin's Technical University (TU) were presenting their zedX project for the first time. A project whose success was helped along in no small way by Corel Draw Graphics Suite.

Many automotive engineering students share the same dream. To design and build a racing car that takes part in the renowned

Formula Student Germany event in Hockenheim. When Philipp Kahle and his fellow TU students heard that the 2010 event would be accepting entries for electric racing cars for the first time, they didn't hesitate for a second. "We were up for it right away," remembers Kahle. "There was just one small problem – we had less than ten months to complete the project from start to finish!" What a project it was too – designing and building a Formula racing car that would be made in a limited series of 1000 units – and cost less than US\$25,000 per car. And that wasn't all. The judges also look at the car's speed, braking capability, its design, fuel consumption, engine safety and – last but definitely not least – the costing and marketing plan.



*Group photo with racing car: The proud zedX Vision team in Hockenheim.*



Layout, graphics, colors: The zedX Vision Christmas card was of course also created with Corel software.

### Turning into professionals overnight

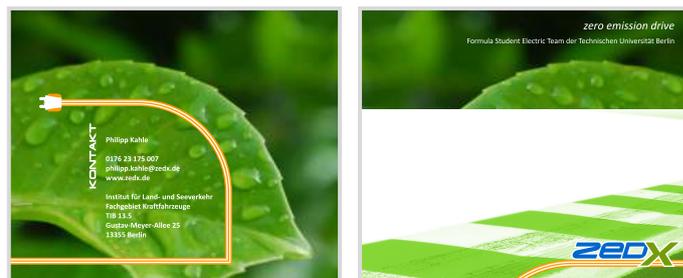
"At the beginning, there were only six of us working on the project," says Philipp Kahle. "Nowadays our team has grown to eighteen people." Kahle, 26, was part of the project right from the outset – and was deputy team leader as well as being responsible for marketing and sponsoring. "I needed to produce a whole load of things at top speed," he says. "Brochures for the press and potential sponsors, along with posters, displays, logos, business cards, name badges and a website." And he had to do everything more or less alone – without the help of a graphic artist. And without much experience. "I'd produced the odd birthday invitation before, but never anything on this scale." The fact that he managed it against the odds is down to his own talent as well as to his graphics software. "I'd worked with Corel Draw 8 a couple of times, so I downloaded the free test version of Corel Draw Graphics Suite from the web."

In the test version's thirty-day validity period, Philipp Kahle managed to produce the first layouts of the four-page brochure as well as the logo for the speedy electric car. Featuring "zedX vision" for zero emission drive, the logo font is slanting to suggest speed. It's depicted in blue and orange followed by a large green X standing for sustainability, strength and the year the project was born – 2010. "But by the time I'd done that the thirty-day trial period was almost over", grins Philipp Kahle. "And there was still an awful lot to do. So I called Corel and asked them if they'd like to sponsor the project with a free license for the program!" The answer came back pretty fast: yes we would. "To be honest," laughs Kahle, "I contacted the competition too, with the same suggestion. But they didn't even bother answering me." Just before the trial period finished, Philipp Kahle received his Corel DRAW Graphics Suite package. "The great thing was that I didn't need to spend ages learning it, even though I was a beginner. The interface is

totally self-explanatory, contrary to some of the other products I tried." That was an important factor in this project because the team was constantly under pressure and everything had to happen fast. "I remember creating our business cards literally five minutes before we left to go to the Hanover Messe trade show. I had them printed at our printing shop, which is one of our partners."

### Nominated for the Clean Tech Media Award 2010

The Corel solution was particularly helpful for creating sponsor stickers. "I had to work on about fifty sponsor logos, most of which were to be placed on the racing car itself. They all had to be plain white – no colour." As many small companies didn't have a digital version of their logo, Philipp Kahle had to create vector graphics from photos, graphics files or JPEGs, cut out the individual letters from them and change their colour to white. A huge amount of work. The whole thing was then saved as a DFX file and sent to the print shop.



The colors on zedX Vision's calling card: green, orange and white stand for environment, dynamism and zero emission.

In any case, it was worth the effort. The TU Berlin's team was ranked fourth in the business presentation. The University of Stuttgart achieved first place in the overall rankings. But the Berlin team knows what's important – and they've achieved a lot. With great PR work, the press reported several times on the zedX project, so the public is familiar with it. Also, the team was nominated for the Clean Tech Media Award in the Young Talent category. And the online version of the German national daily "Die Welt" voted the project "Innovation of the Week". That's a great basis for Team zedX Vision to start preparing for next year – which it's doing with more support than before. Why? Because this time the zedX students will be working with the FaSTTUBe group from the TU Berlin which designed a racing car with a combustion engine. That means everything will need to be redesigned. "We want to use Berlin's colours for the logo this time. Maybe something with red, white and grey, we'll see," comments Philipp Kahle. He's looking forward to getting started on the project too. "Hopefully I'll be able to work with the new version of Corel DRAW Graphics Suite next time!"