



## NEWS

### For Immediate Release

## **SOUTH POLE BOUND! K&N-SPONSORED, 'ZERO SOUTH' HYBRID-ELECTRIC VEHICLE UNVEILED AT SEMA 2010**

*ZERO SOUTH issues pre-adventure, open call for new sponsors:  
Automotive products and technologies wanted for arduous journey.*

#### Contacts:



Nick Baggarly  
Drive Around the World  
(408) 505-4043  
[nick@drivearoundtheworld.org](mailto:nick@drivearoundtheworld.org)



David Vespremi  
K&N Engineering  
(415) 710-7837  
[vespremi@earthlink.net](mailto:vespremi@earthlink.net)

Vehicle located in the **Grand Pavillion Lobby**. Visit for SPONSORSHIP opportunities.

LAS VEGAS, NV., November 3, 2010 —The Drive Around the World organization has completed longitude and latitude circumnavigations of the globe. Now they're going where the lines meet – to the South Pole.

In 2011, two Polar Traverse Vehicles (PTVs) will travel to the heart of Antarctica as part of the ZERO SOUTH Expedition—a thrilling 1,024-mile, 12-day drive and the subject of a 3-D documentary starring Apollo astronaut Buzz Aldrin and Apple Co-Founder Steve Wozniak, both of whom have signed on to make the bone-chilling journey.

Following the expedition, the modified Hummer H1 vehicles will be converted to simulators and travel to schools for two years allowing thousands of students to experience an immersive drive across polar regions inside an alternative-fuel vehicle that actually made the journey.

“We’re converting Hummers to hybrids.” Said Nick Baggarly, Executive Director of Drive Around the World and Producer of ZERO SOUTH. “People are ‘polarized’ about Hummers so what better platform to show future generations the capabilities of batteries and biofuels in a harsh and hostile environment—and what our world will look like if we make the switch?”

Baggarly co-founded the non-profit, Drive Around the World to produce relevant adventures that bring awareness to global problems. Past expeditions provided successful marketing and test platforms for partners including, K&N Engineering, Land Rover, Red Bull and Mobil 1.

“ZERO SOUTH provides a Proof-of-Performance for select companies who want to demonstrate products in an extreme environment.” Baggarly said. “No place on earth is more extreme than the South Pole so if you make products that can be useful to the expedition we’d love to have you on this journey.”

Companies that have already signed up for the journey include long-time supporter, K&N Engineering whose air filters were put to the test on past Drive Around the World adventures that include the Tibetan plateau during the 1999 LATITUDE Expedition and the Khardung-La Pass at 18,640-feet on the 2003/5 LONGITUDE Expedition.

Continued on back

Other notable participants include vehicle and engine manufacturers, AM General and Steyr Motors, and electric motor and battery manufacturers, UQM and ElectroVaya. Products from Espar, BASF, Baer and Lovejoy have also been incorporated.

In February, 2009 Baggarly assembled an engineering dream team that includes retired electric-vehicle pioneers from General Motors, and mechanical masterminds from K&N Engineering, the project's principal sponsor. There's even a master mechanic from Jay Leno's garage on the team. Their assignment: design a highly efficient, plug-in hybrid-electric vehicle tough enough to handle the world's most unforgiving temperatures and terrain.

The team selected a Hummer H1 as a base vehicle because its modular construction could accommodate the installation of hybrid-electric drive, batteries and numerous vehicle subsystems. It is also wider than it is tall, permitting weight distribution over a broad area. Equipped with Mattracks in lieu of tires, the vehicle is ideal for Antarctic terrain.

"Travel on snow and ice is all about one thing," Baggarly said. "Floatation."

Conversion required stripping the vehicle of its stock engine, transmission, exhaust and fuel systems with only the frame, drive line and body remaining. Two UQM 150 kilowatt electric traction motors were installed on each of the vehicle's differentials and, in a unique union of components, a third UQM motor was connected to a six-cylinder, Steyr turbo diesel engine to form a powerful, and highly-fuel-efficient generator that meets the latest Euro IV emission standards.

The program title, short for 'ZERO' fossil fuels to 'SOUTH' pole, was designed to illuminate what can be accomplished without the use of any fossil fuels; humanities' present and primary energy source. The vehicle on display will run on synthetic, aviation-grade biofuel that powers a generator with the energy stored its energy in twin, 360-volt battery packs to power the vehicle's electric drive. The PTV convoy will consist of two vehicles, six people and will maintain a cruising speed of 15 mph and a top speed of 35 mph. The drive is scheduled for December, 2011 with arrival at the South Pole expected on the precise 100-year anniversary of the first humans to reach earth's final frontier.

The Norwegian explorer, Amundsen was the first human to set foot at the South Pole. He arrived on December 17, 1911 beating British explorer, Robert Falcon Scott, by one month. Amundsen's technology included skis and coats made of caribou fur. The ZERO SOUTH team will get there using technology for the next generation and with little more impact on the sensitive environment than a trail of tracks slightly wider than Amundsen's skis.

"If we are going to advance applied renewable resource technology, we need to get kids excited and into careers in science and engineering," Baggarly said. "We will achieve this through our education program because the vehicles are cool, fully interactive and kids will be able to do way more than just look at them."

The Drive Around the World model is to purpose build vehicles and use them to accomplish something extraordinary so they become artefacts. Baggarly said the idea came from a childhood experience when he was 10 years old and McGruff the Police Dog came to his school. "I was able to sit in the police car, talk on the radio and pet the dog," Baggarly said. "I can't tell you what we did the day before or the day after but I still remember that day."

In 1911 when Shackleton prepared to embark on his historic journey to the South Pole, he took out an ad in a newspaper to issue an open call for "men wanted for arduous journey." Nearly 100 years later at the SEMA show, ZERO SOUTH is issuing a similar call seeking: "automotive products and technologies

wanted for arduous journey.” For the thousands of vendors at the SEMA show, Baggarly has thrown down the gauntlet – are their products ready to be put to the ultimate test?

To learn more about sponsorship opportunities with ZERO SOUTH, call 408 505-4043 or visit [www.drivearoundtheworld.org](http://www.drivearoundtheworld.org)

Download vehicle images and specifications at: [www.drivearoundtheworld.com/zerosouth/images](http://www.drivearoundtheworld.com/zerosouth/images)

###

*Established in 2002, with headquarters in Santa Monica Calif., Drive Around the World is a 501(c)(3) non-profit organization that seeks to inspire a sense of adventure and the tradition of exploration, encouraging people to actively learn about our world and creatively act to understand the humanitarian and environmental problems we face.*

*Drive Around the World press releases and electronic photos are available online in the pressroom section of [www.drivearoundtheworld.org](http://www.drivearoundtheworld.org)*

###

K&N Engineering, Inc., with headquarters in Riverside, California, has been the world's leader in performance filter technology since 1969, serving the needs of the automotive, motorcycle, marine, industrial and military markets. K&N is heavily involved in nearly every form of motorsports from off-road and powersports to drag racing, stock cars and road racing. For more information about K&N Filters, please contact K&N Engineering, Inc., P.O. Box 1329, Riverside, CA 92502-1329, [\(800\) 213-4182](tel:8002134182) for a dealer near you, [\(800\) 858-3333](tel:8008583333) for technical service/questions, [\(951\) 826-4001](tel:9518264001) Fax, e-mail [tech@knfilters.com](mailto:tech@knfilters.com), or visit [www.knfilters.com](http://www.knfilters.com).

K&N Engineering, Inc.  
1455 Citrus St.  
Riverside, California 92507 USA

