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Shell Eco-marathon Asia 2011: CEO Royal Dutch Shell Mendorong Pemuda Asia untuk Memimpin Mobilitas Masa Depan

Chief Executive Officer (CEO) Royal Dutch Shell Peter Voser melepas kendaraan hemat bahan bakar karya mahasiswa Asia di *Sepang International Circuit* (SIC) di Kuala Lumpur, Malaysia, untuk bertanding dalam upaya mencetak rekor baru di Shell Eco-marathon Asia 2011 - sebuah ajang yang menantang anak muda untuk merancang, membangun dan menjalankan kendaraan yang dapat menempuh jarak terjauh dengan menggunakan bahan bakar seminimal mungkin.

Dalam acara tersebut wakil kendaraan dari 12 negara berparade di sirkuit Sepang. "Semangat dan antusiasme mereka untuk melebihi batas efisiensi bahan bakar sangat inspiratif dan memotivasi yang lain. Setiap kali saya melihat anak-anak muda di tempat kerja, saya mendapat harapan baru untuk masa depan," kata Mr. Voser memuji kreativitas siswa Asia dalam desain kendaraan mereka. Ia mendorong peserta untuk meneruskan usaha mereka mendorong masa depan mobilitas.

Bersama dengan Mr Voser dalam upacara pelepasan ini adalah Datuk Yusof Fadillah, Wakil Menteri Sains, Teknologi dan Inovasi Malaysia, serta Duta Besar, Komisaris Tinggi, para pemimpin bisnis dan wakil dari kedutaan yang datang untuk menyaksikan solusi inventif pemuda dalam memecahkan tantangan energi di dunia transportasi.

"Meskipun kompetisi ini baru menginjak tahun kedua, saya melihat tingkat inovasi dan keunggulan teknis yang ditampilkan oleh para siswa yang berkumpul di sini sudah tinggi," kata Datuk Fadillah sambil mengamati mobil-mobil pada parade peresmian.

Shell Eco-marathon Asia yang kedua ini memperlihatkan kreasi para mahasiswa yang menerapkan berbagai teknologi untuk membuat mobil mereka hemat bahan bakar. Di bawah kategori mobilitas listrik (*electric mobility*) yang diperkenalkan tahun ini, De La Salle University dari Filipina telah merancang sebuah "kendaraan yang dapat berpikir" untuk mobil prototipe mereka; DLSU 100, dilengkapi dengan program *cruise control* yang secara otomatis menjaga kecepatan kendaraan sekaligus mengoptimalkan konsumsi energi.

"Kami merancang kendaraan kami untuk memiliki pikiran sendiri. Ini adalah kendaraan yang diprogram untuk berpikir dan memutuskan kecepatan ideal yang otomatis menyesuaikan percepatannya untuk menggunakan hanya jumlah daya yang tepat yang diperlukan untuk mencapai efisiensi energi yang optimal," jelas Liao Jian Xian Tim DLSU 100, yang merancang program *cruise control* kendaraan ini.

Sementara kendaraan juga diharuskan inovatif. Para mahasiswa juga memperhatikan estetika dengan menggabungkan elemen-elemen dari negara-negara yang mereka wakili. Tim Sadewa dari Universitas Indonesia merancang kendaraan mereka dengan batik cetak ungu. "Ini adalah bagian dari budaya kami. Kami ingin memperlihatkan dan menyatakan bahwa kami mewakili Indonesia," kata Ketua Tim dari Sadewa, Fitra Didik Nugroho.

Sebelumnya pada hari yang sama, Mr Voser juga bertemu dengan berbagai pemangku kepentingan dari pemerintah, akademisi, dan pemerhati energi lainnya dalam suatu diskusi tentang mobilitas yang lebih cerdas untuk energi masa depan (*Future Energy, Smarter Mobility*). Dialog ini membahas bagaimana energi masa depan dan mobilitas yang lebih cerdas dalam membangun kota-kota yang lebih cerdas (*smarter cities*) dapat diaplikasikan di Asia. Mr Voser menjelaskan mengapa dunia perlu untuk merancang berbagai sumber energi yang berbeda untuk memenuhi permintaan negara berkembang untuk energi.

"Tantangan kita ada tiga: Kita perlu untuk menghasilkan lebih banyak energi untuk sebuah dunia yang dihuni oleh lebih banyak orang, jutaan diantaranya mulai bangkit dari kemiskinan energi dan membutuhkan lebih banyak energi, sambil juga membangun sistem energi yang lebih berkelanjutan untuk masa depan," katanya. "Tapi akal pikiran manusia telah terbukti mampu menghadapi tantangan besar seperti ini di masa lalu, dan keadaan seperti itu selalu dapat diatasi. Ini memberi saya kepercayaan bahwa dunia akan mampu memenuhi tantangan energi masa depan."

Setelah acara pelepasan, para peserta bergiliran memasuki sirkuit untuk berkompetisi dalam upaya menghasilkan kinerja efisiensi terbaiknya. Penutupan dan pengumuman pemenang akan diselenggarakan pada hari Sabtu, 9 Juli 2011.

Untuk informasi lebih lanjut mengenai Shell Eco-marathon, silakan kunjungi www.shell.com/ecomarathon.

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