
TRAXELERATION
DESIGN PORTFOLIO
IRIS
3D SOLUTIONS
Al Asam Mechanical
Services(L.L.C.)
SPORT
INVESTMENT
UAE
Axis

"A single idea from the human mind can build cities. An idea can transform the world and rewrite all the rules" - Cobb, Inception

The Inception

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Goal

-To leave a mark on F1 in schools history, not only as a collection of talented and hardworking individuals, but also as a successful, competent and innovative team.
-To resemble an actual Formula One team in all aspects.
-To have meaningful fun along the journey, together.

Vision

-To provide a sophisticated professional look, that still presents individuality as a team.
-To leave a lasting impression upon the future generations of our school, to embolden them to take up the challenge.

Mission

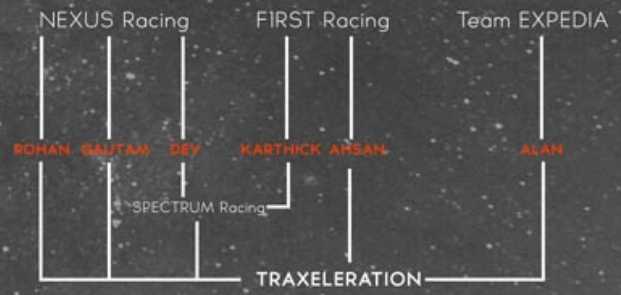
-To acheive victory at the competition itself.
-To emerge as more learned individuals that we were yesterday.
-To look back upon the event with fond memories of having worked together as a team much like a well oiled machine.
-To incorporate the modern skills gained during the course of the project in our future careers.

Our Own High School - Our Home

Ever since two of our members did the first ever reaction race in our school, a passion welled in all of us to excell at this technological challenge. Our school has a great track record of winning in the past competitions and as the top position team in our school, we aim to uphold that legacy. The school faculty have always been there to assist us. For that, we express heartfelt gratitude and hope to make them proud in the Qualyfinals.

Team History

Team Traxeleration has been working for this technological challenge for more than 2 years under different banners. Our team is such that it is a blend of unique and raw talent.



A Portfolio of Intestellar Proportions

"The Milky Way, being our home amongst the cosmos, represents Traxeleration's roots within a rich legacy of F1 in Schools at Our Own High School Al Warqa'a"

"Coming together is a beginning. Keeping together is progress. Working together is success." -Henry Ford

Revolutionary Team

ROHAN RAJAN
Team Manager

He is in charge of the smooth functioning of the team. As the team manager, he is also in charge of dividing labour and making sure each team member gives his best. Meeting deadlines and providing assistance wherever necessary also forms his job.

KARTHICK SHANKAR
Graphic Designer

He can be adjudged as the most creative member of the team. He is in charge of effectively using available computer software such as Photoshop, Illustrator, etc. for giving the team a bold and elegant identity. Team logo, intro video, renders and everything related to graphics come under his supervision.

DEV KHARE
Design/Manufacturing Engineer

As the name states, he is in charge of making the most aerodynamically advanced car possible. Wing designs, nose cones, wheels all come under him. He is also in charge of deciding suitable manufacture processes based on research.

GAUTAM RAMAKRISHNAN
Design/Manufacturing Engineer

He is also a design and manufacturing engineer as two minds are always better than one. He works closely with Dev to deliver the best design possible and to manufacture that best design by choosing suitable materials.

AHSAN FUZAIL
Resource Manager

He is in charge of planning and taking care of the team's budget. He looks for ways to spend as little as possible while still maintaining required quality and performance standards. He is also responsible for searching out possible sponsors for the different requirements of the team and maintaining good sponsor relations.

ALAN ALEXANDER
Marketing Manager

Exposure and publicity is his area of work. He tries to promote the team as much as possible by means of social media or through promotion campaigns. He is also responsible for sponsor relations and marketing strategies.

"Supernova Remenant SEMEIS-147 serves to represent our team's ever expanding repertoire of skill and knowledge - just like the Hydrogen clouds of the S-147"

Al Asam Mechanical Services(L.L.C)

SPORT INVESTMENT UAE

MANUFACTURE

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"Identity cannot be found or fabricated, but emerges from within when one has the courage to let go." - Doug Cooper

Artificing Identity

Team Name

The first speck of identity of anything in the universe, be it living or inanimate, is a name. Rightly so, it requires attention and care as that will turn out to be the face of whatever it does. Traxeleration was the result of long drawn discussions. After plenty of suggestions and team polls, we finalized Traxeleration. It symbolizes what really happens during the race- Acceleration on the Track. Traxeleration is based on practical observation of what F1 in Schools is really all about.

TRAXELERATION

Team Colours

The team took utomost care in choosing its colours. Since the colours are quintessential in deciding the identity of the team, all the members were required to give valuable and notable contributions in this aspect. Orange, Black and White have been selected as our team colours. Such is the case as we wanted originality from the more conventional schemes such as Red and Black, Blue and White, etc. The Nike Hypervenom football shoes were the source of inspiration.

Orange represents 'energy'
Black represents 'perception and depth'
White represents 'perfection

Team Slogan

The slogan is what we want the people outside F1 to gain from the team. We want to show others how exhilarating and enthralling it is to be a part of F1 in schools. It represents INGENUITY AND CREATIVITY.

BE ***DIFFERENT.***
BE ***SPEED.***

Team Logo

The team logo is the convergence of multiple ideas and themes that we want to convey to the public. It is based on vivid symbolism and has a rich meaning. Another professional concept to the logo is the fact that it doesnt have a single colour. Most teams make one logo and keep it the same throughout. But, we have made a vector image so that the colour can be changed according to the situation it is used in. The main purpose of this logo is to show that we are Traxeleration. Nothing More. Nothing Less.

The Element of TRAX

The element of TRAX has been something that has been inherent in our identity ever since the inception of Traxeleration. It underlines the four objectives of our identity. These 4 simple, but meaningful words have helped us exceed our capabilities.

Think
Reach
Amaze
Xcite

Over time, the word TRAX has also become a sort of a nickname which people use to fondly refer to us.

The Essence of TRAX Graphics

A transistor is a semiconductor device used to amplify and switch electronic signals and electrical power. It is composed of semiconductor material with at least three terminals for connection to an external circuit. The three terminals stand for key aspects of graphics which are:-

a) Simplistic
b) Encaptivating
c) Inspiring

These three terminals, when connected to a creative mind as the power source, can amplify the capabilities of the graphic segment of the team and deliver exhilarating and fantasizing results.

MANUFACTURE
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"The Taurus Constellation, known for its vivid and colourful astronomical formations represents our team's colourful and flamboyant identity."

Xylotomous Machining

Throughout our journey to the Qualifynals we have considered the manufacturing stage as one of the most important components of the project. We pride ourselves on having the best looking car and the most accurate car at the event; which is why we take the manufacturing process so seriously. Many processes and specification checks have been administered throughout the entire process to ensure the highest final quality of our car.

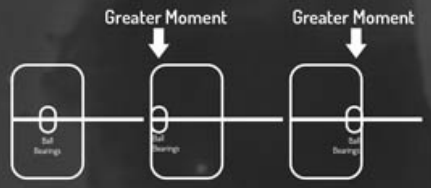
Machining and 3D - Printing

For the machining of our car we have decided to use a 5 axis CNC machine to reduce cutting time. Unlike the usual 3 axis one, it had many more features, distinct capabilities and was more precise. Traxeleration has utilized the 5 axis contour feature to allow the cars to be machined continuously rather than with an index. The primary advantage in continuous machining is the precision and advance machining of the more complex parts our car design. We used a 3D printer to manufacture our front and rear wings; and our wheels. These were designed using CAD software and converted to STereo Lithography (STL) files for the 3D printer. We selected the printing orientation to minimise any support structures and achieve a better quality finish.

Post - Manufacture

The next stage in the manufacturing process was the most crucial aspect in ensuring the overall accuracy and finish of the cars. We moved directly to a finer 800 grit sandpaper as the car was already quite smooth due to the 5 axis machining. The front nose cone and the rear aerofoil were then attached using a high strength mixture of clear super glue and araldite. Septone acrylic primer surfacer was the main undercoat that was used. Decals were then applied accordingly. The next stage consisted of the assembly of the car. The wheels were attached, along with the stub axles of the car.

The wheel was made as light as possible to reduce rolling inertia. Thus we resorted to a 3 spoke design, to reduce the plastic used. The placement of ball bearings along depth of wheel was something we paid careful attention to. The bearings are connected to the wheel at the center of wheel's depth to reduce moments along either of its sides. This will lead to a more uniform distribution of load. The car was then checked according to the specifications to ensure overall accuracy within the competition rules.



Materials Chosen

Aerofoils: Acrylic Resin was chosen as it has low chances of breaking and has a sharp finish.

Rotating Surface of the Wheels: The rotating surface is also made from Acrylic due to abrasion resistance. It is also quite light which gives it a lower rotating inertia

Hubcaps: The hubcaps are also made of acrylic mostly because it is strong and smooth.

Axles: Acrylic axles were dense and light and was thus chosen.

Ball Bearings: Stainless steel was chosen as it had good spinning results and was more economically viable.

Enticing Sponsors

When approaching businesses for sponsorship and in-kind support we like to offer a fair proposal that outlines a mutual relationship between the two parties. We work with a system known as ROI. ROI stands for Return On Investment which means that everything they give us, we give back in terms of promotion for their company or their product. Instead of having on tab as "Sponsors", we split them into two - one based on requirements and the other monetary sponsors. As the name states, our financial needs were taken care of by monetary sponsors and other services were sponsored by the requirement sponsors

Sponsorship Proposal

The team developed a 'Sponsorship Proposal' outlining sponsorship for topaz, emerald, ruby and diamond levels. Initial contact was made through letters, phone calls and emails that included details of our program and proposal. We believe that a personal touch is important so that sponsors feel like, part of the Traxeleration family. They were kept informed about our progress through a series of newsletters, which were emailed to sponsors with photographs and updates, including each sponsor's logo.

Corporate Proposal

DIAMOND
AED 7500+

RUBY
AED 5000+

EMERALD
AED 3000+

TOPAZ
AED <3000

ROI

Since the sponsors are the ones who allow us to perform to our greatest extent, team Traxeleration took great care in giving back to the wondrous sponsors. As mentioned in the sponsorship proposal, the company can get a plethora of benefits which definitely include advertising, thus boosting sales. Merchandise with sponsor details will also be given out at the pit display during the Qualifynals. Some of the benefits include, but are not limited to :-

1. A 3D Printed **Car.**
2. A copy of the **Portfolio.**
3. One item of all our **merchandise.**
4. Company Logo on the **Car.**
5. Company Logo on the **Pit Display.**
6. Advertisements of sponsors in the pit display on the **LCD screens** on loop.(National Finals)
7. Company Logo on pages of the **Portfolio.**
8. Files about the sponsors will be **included in the merchandise.**
9. A **photograph** of the team with the sponsors.
10. **Active links to sponsors website** on our website, facebook page etc.
11. Company Logo in preferred spots on the **Uniform.**

Budget

The team formulated a budget plan well before work began for the Qualifynals. The cost of each commodity required was sought for. Hence, we could strictly adhere to the funds provided to us. Any bill, even if it was infinitesimally small, was properly recorded by our Resource Manager. As such, our final budget outlay is as follows:

TRAXELERATION BUDGET REGIONAL ROUND

Division	Amount Spent
Manufacturing	2580 AED
Uniform	FOC(Sponsored)
Transportation	800 AED
Post-production	537 AED
Merchandise	560 AED
Printing	800 AED
Miscellaneous	500 AED
Total	5777 AED

"The Andromeda Galaxy is known to be approaching our galaxy due to massive gravitational forces which represents how we get closer and closer to our sponsors."

Lucrative Marketing

Without clever marketing people won't know that you exist. This is the reason why we made marketing a key focus for the team. Our aim was to have our team identity become recognised in our local communities, our regions, our states and across UAE. We also took our marketing one step further by placing ourselves on the worldwide stage and linking our team to the global community. At Traxeleration, we all put our ideas forth to have an excellent marketing plan.

Pre-Competition Marketing Campaign

Phase 1 : The Startup

We started our campaign by spreading awareness about Traxeleration via our facebook page when the team was first formed. We were quickly able to amass over 500 likes, thus ensuring that the public was in the loop. We simultaneously moved on to twitter and gathered a mass following there as well. A few of our members also attended a public speaking workshop by Hani Mashnouk who was a judge in the World Finals of 2012. He gave us important tips, and at the same time, we were able to tell everyone at the workshop about Traxeleration.

Phase 2 : Full Fledged Campaign

a) After the team got the initial publicity that we needed, we began to routinely bring people up to date with posts regarding achievements, events and festivals, with a Traxeleration twist. Two of our members were also lucky enough to be on Radio City 101.6, where they talked about the competition and about the team.

b) We also gave away customised Traxeleration merchandise. This included key-chains, t-shirts, arm bands, caps etc. This generated, not only a good fan following, but also developed a sense of relatability. Our main highlight of the merchandise sale was the sale of Traxeleration perfumes in our school. It was very successful and we were sold out in a matter of hours!

c) Publicity in school was of no issue as we put up a plethora of posters/brochures before any event and thus let the community know that we are all in it to win it. We also participated in a cookery competiton to show awareness of team Traxeleration.

Industrial Collaboration

3D Printing is an up-coming industry in the field of manufacturing and rapid prototyping. Its use in F1 in schools is also unparalled. We collaborated with one of our sponsors, Iris 3D soultions, on choosing the best material for 3D printing and about the pros and cons of the respective materials.

We also closely collaborated with Parisvallay Perfumes to design the fragrance of speed. This ensured that Traxeleration had something different from the ordinary.

Competiton Day Marketing

Pit Display

The pit display was the result of a combined effort of collaboration from the team members. The pit stands out for its simplicity while abiding by the rules of the Quali-finals. It helps us in providing maximum publicity to the sponsors. It also stands as an interactive display where we distribute merchandise and brochures.

Car

The logos printed on the car as decals helped in showcasing our eminent sponsors as without them, we wouldnt be able to partake in such an encaptivating competition.

"Just like how the deep space markets its beauty with its fascinating colours, Traxeleration markets its enigmatic image to the audience,"

Al Asam Mechanical Services(L.L.C)

SPORT INVESTMENT UAE

Exotic Designs

TX04 - Codename : Rogue

This car was one of our first models which we designed using the basic principles of aerodynamics. But soon, we realized that it was too complex and didnt quite perform that well. We bulit upon the design a lot, for example, the divide was removed and the wing system was further developed.

"To all great designs there lies a faliure that helps shape them"

TX17 - Codename : Zephyr

Our innovated wing system is shown here. The car however, was quite bulky and needed to be toned down. Another major innovation was the hight of the canister holder, which was minimized so as to be able to impact the whole car evenly and ensure a smooth run.

"Recreation is more important than change. Who knows what you might end up making!"

TX19 - Codename : Mustang

Modeled for more than speed and stability, our final car is truly a masterpiece. The effecient usage of thrust provided by the canister is what makes this car our final decision. After building on the T-17 we created a nose structure that was defined, more stable and innovative. The design is simplistic, powerful, elegant, and mind-numbingly fast.

"Perfection is not attainable, but if we chase perfection we can catch excellence."

TX16 - Codename : Glepnir

As our understanding of flaws in design grew, we experimented with the front of the CO_2 canister and the nose. We decided to make a plastic nose cone which could withstand the heavy impact endured during launch. This model was quite simplistic, but its full potential was yet to be discovered.

"It is easy to complicate a design, but it is excutiatingly difficult to facilitate it"

TX08 - Codename : Stingray

To follow up previous failures, we created a car with a very sleek finish. This car performed much better but we ended up not using it as this was also quite complex. An innovation we had here was the structure in front of the wing which was built upon to achive perfection.

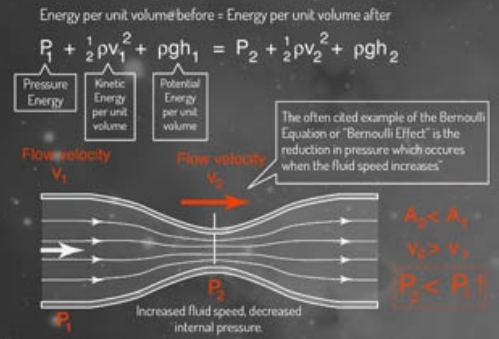
"An idea is truly utillized when executed perfectly"

"Just as we find various pocket dimensions in the universe, we deserve to give our plethora of designs their own little universe to contain them"

Relentless Study

Bernoulli's Theorem

The Bernoulli Equation can be considered to be a statement of the conservation of energy principle appropriate for flowing fluids. In the high velocity flow through the constriction, kinetic energy must increase at the expense of pressure energy.



Skin Friction

The friction caused by the surface of the body due to interaction with flowing air is called skin friction. It forms one of the most important aspects of reactant forces on thrust. In order to reduce such a force, it is necessary to use smooth painting texture, along with additional glossy layers on the car if necessary.

Velocity is zero at the surface(no-slip)

Rolling Resistance

Rolling resistance is a function of the weight of the car, friction between the wheels and the track and bearing resistance. For the running surface of the wheels, it is necessary to choose the smoothest and lightest material for both the wheels as well as the ball bearings.

Thrust

Whilst there is a degree of variability between canisters, the amount of thrust is not a variable that can be controlled by the team. The lighter the car, the greater its acceleration and the greater its terminal velocity when the canister expires to propel it to the finish line. To convert the full thrust into forward motion, the thrust must be directed through the car's centre of gravity. If the thrust is applied above the centre of gravity of the car, a moment is created which would result in a down-force on the front wheels or up-force on the rear wheels. The further the thrust is away from the centre of gravity, the less efficient the transfer of thrust into forward motion. This is why the canister holder of the car is placed lower than normal.

$$a = \frac{F}{m}$$

Since F is constant,

$$a \propto \frac{1}{m}$$

Drag Force

Drag force is the single most reactive force that resists forward motion in an F1 car. Drag force is a function of air density and the car's drag coefficient, cross sectional area and its velocity.
Car drag coefficient is highly dependable on the aerodynamics of the car. How the car performs on the track depends on how the car is shaped. Through research, we have found out the drag force is not the main factor affecting the performance of the car.

Upthrust vs. Downthrust

Upthrust is the force that acts under the car to make it leave the ground. Downthrust (or downforce) however, is the exact opposite. It helps the car stay on the track. Upthrust reduces the weight of the car.
According to the Laws of Static Friction, force of friction is directly proportional to normal reaction. By providing upthrust, normal reaction is reduced, which thus provides lesser force of friction. The canister holder was designed to provide upthrust.

"The Triffid Nebula contains old, new and upcoming stars synonymous to our research which is a blend of old, new and upcoming ideas."

"The conventional definition of management is getting work done through people, but real management is developing people through work." - Agha Hasan Abedi

Active Management

We at Traxeleration believe in continuous project management and evaluation to keep track of our progress and to assess our flaws. We thereby have incorporated many strategies into our team structure to keep its functioning smooth and fluid.

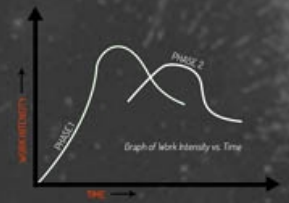
Phase 1 : Stockpile and Research

The first phase of our project is all about raising funds and acquiring knowledge for phase 2. Accumulation of resources is imperative for any successful project. We have recognized this requirement and hence have taken great pain in ensuring that this phase succeeded. It was therefore decided that a systematic and effective strategy was required to approach various companies for sponsorship. We have therefore devised algorithmic approaches to achieve this.

Research about various project elements is necessary to ensure project success. While research about design, manufacture and post manufacture is considered an integral part of our of this phase, we have also recognized its need for other areas such as graphics and marketing strategies. Phase 1 was allowed to exceed into the time frame of phase 2 to ensure optimum results. For communication, we mainly used a program called TeamViewer and Google Hangouts along with conventional means like telephone and SMS.

Phase 2 : Execution

The second phase of our project is all about making use of our resources and knowledge to obtain the desired end product. Execution was spread over all aspects of the project-design, manufacture, graphics, promotion and documentation. In this phase also, effective use of available funds and time management was imperative.



Execution of each project element was undertaken by the respective department who would initially present proposals to the entire team, which on authorization was subsequently put into action. It is also the phase where we did our final inspections to our car, pit display and verbal presentation.

To ensure that Team Traxeleration functions in the most fluid and smooth manner possible the above internalized departments were setup within the team.

Risk Management

F1 in Schools is not without its unseen pitfalls. Aside from the ever-present risk of bankruptcy (which Traxeleration managed quite well with prompt sponsors) or missing key external deadlines, there exists the hazard of unexpected changes to the team's overall plan. The former issues were managed through watertight planning routines, continually updated budget tables as overseen by our Resource Manager, offer a fail-safe against spending beyond the restrictions of sponsorship funds. The team nullified any potential risks of failing, but the variables that couldn't be predicted were overcome by rapid and effective communication as a unified team.

$$\sum_{i=A}^{Z} PLAN_i$$

TRAX Assessment

TRAX stands for Time, Resource Average Xpenditure. With this self-made assessment, Traxeleration was keen to adhere to time and to keep a steady track of resources. Strict deadlines as followed by Gantt charts helped immensely to submit project elements on time. Also, through the Gantt charts, we were able to gauge how much time will be spent for each element and whether something needed more attention than others. The chart was excellently managed by our Team Manager. Our Resource Manager on the other hand calculated average expenditures for a month with regards to how much monetary funds we had and how much we needed to spend. The money that we received was utilized under strict supervison so that nothing went to waste.

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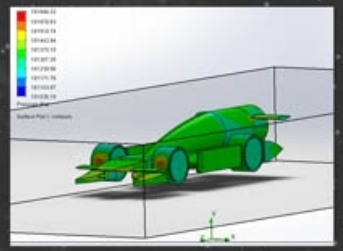
" 'The Eye of God', as the Helix Nebula is popularly known as, epitomizes our team's intensive yet simplistic work ethic, similar to the intense, yet pure central star"

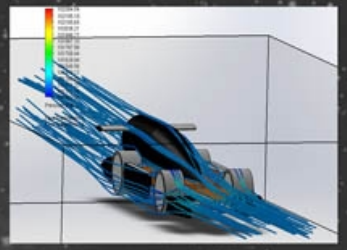
Tireless Testing

Virtual Testing

For the constant improvement of F1 in schools cars, testing is absolutely necessary. We had a good amount of balsa blocks, so manufacturing cars for testing was not really a concern. But, due to the sheer number of models designed by our 2 eminent design engineers, we had to narrow down our selections to the best ones. Thus, before manufacturing began, we ran stringent tests on our cars virtually. This was done by :-

1) SolidWorks Flow Simulation/ Autodesk Flow Design
Since our models were designed on both Autodesk Inventor and SolidWorks, we had the advantage of being able to test with both the software. The more one is able to test something, the better. Systematically following this principle, we were able to get splendid results - some that one of the programs showed and the other didnt.



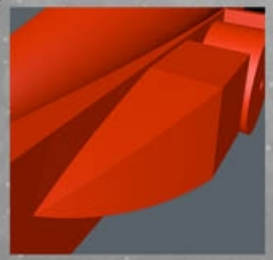


Component Tests

Tests were run on each component, to ensure that our final car had the best parts all put together.

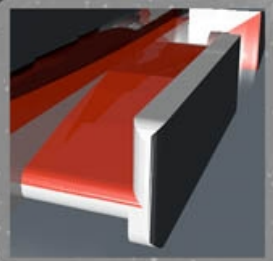
1) Side-Pods

The side pods use a more streamlined shape compared to standard designs. To accommodate the side sticker, the side pods has a side plate, which itself is aerodynamic.



Model No:
TX17 : Zephyr

✗



Model No:
TX19 : Mustang

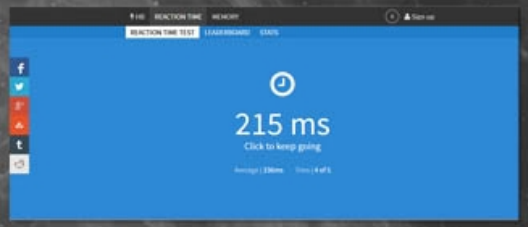
✓

2) Canister Holder

After running stringent tests on numerous canister holder shapes, we analyzed that the designs presented below performed the best. The one to the left is more aerodynamically viable. It is more streamlined and has a lesser drag coefficient. It is also incorporated at a lower height, which reduces moment of force over the car. Finally, it provides upthrust, which reduces weight of car on track.

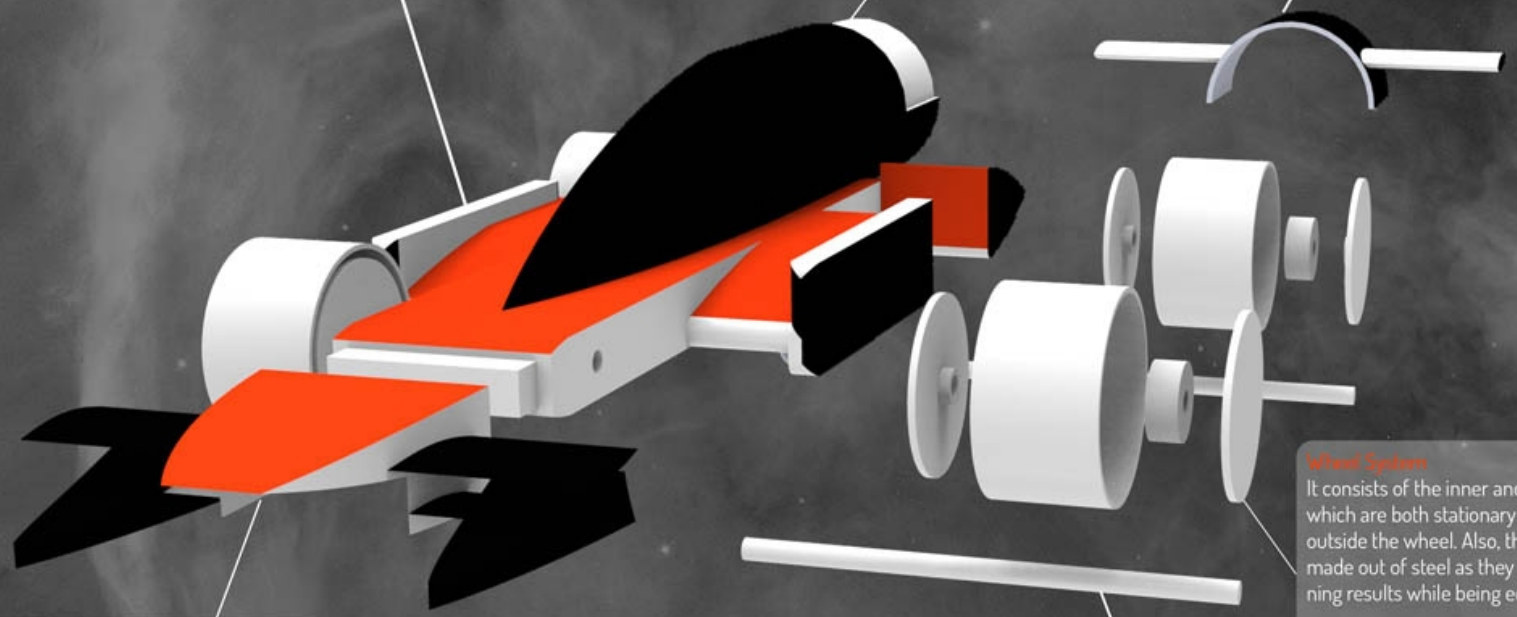
Reaction Time Testing

The reaction racing was identified as one of the most important aspects of the competition day. As such, we needed adequate practice and technique in improving our reaction times. For this, we used the online reaction time tester at the website www.humanbenchmark.com. The person with the best average reaction time was chosen instead of the one with the lowest single reaction time as consistency was key for the races.



"The veil nebula, an astronomical formation, which was difficult to analyse, required precise instrumentation and analysis, similar to the test strategy that we used"

Ingenious Views



Car Body
The effecient usage of thrust provided by the canister is what makes this body aerodynamically stable and viable.

Canister
The canister hole is made as low as possible so that the force provided by CO_2 burst is along the center of gravity.

Rear Wing
The rear wing was made to follow the curvature of the car to reduce turbulence. Its main purpose to maintain stability.

Wheel System
It consists of the inner and outer hubcap which are both stationary to avoid vortices outside the wheel. Also, the ball bearings are made out of steel as they produce good spinning results while being ecocomically viable.

Nose Cone
The sleekness of the nose cone ensures that it performs well, in the aspects of aerodynamics. It ensures that all the turbulent winds created are directed towards the back wing and are brushed off successfully.

Axles
The axles were 3D Printed out of Acrylic Resin due to its rigidity and higer strength.

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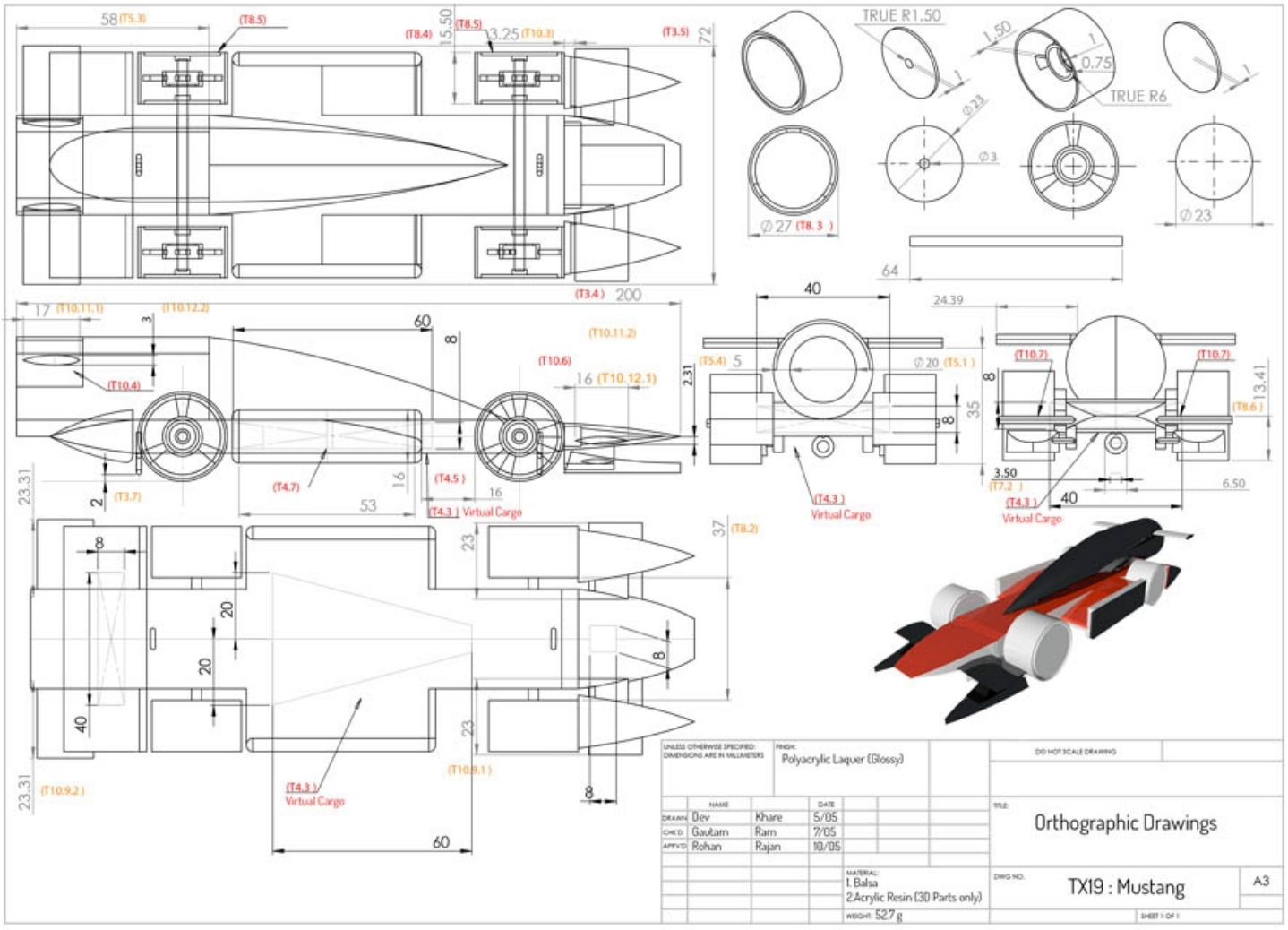
"The Carnia Nebula is the often viewed as the gateway to the Keyhole Nebula, which serves to represent this page as a portal towards better understanding of the car"

Orthographic Skeleton



Al Asam Mechanical Services(L.L.C)
SPORT INVESTMENT UAE
MANUFACTURE
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RESOURCE & MARKETING

Narrating Experiences

Adventure comes from the Latin word advenire, which means "to happen" "to come". It is something that happens everyday. It is what comes when we open the door. But if we do so when we think about adventure, where is all the emphasis if the meaning points towards such a quotidian event? Where are all those fears that we usually attach to that word? And what about the excitement? This competition has taught us so much with the core fact being that the experience and adventure of F1 in Schools is indeed endless. The members of Traxeleration have picked up a really unique skill set in all respects.

Team Work

The core concept of this astounding competition is team work. Rome wasnt made in a day and it certainly wasnt made by one man. Every core concept of F1 requires a whole team to fulfill to the fullest and we're proud to say that Traxeleration has excelled at team work. We learn to depend on teammates and complete our tasks and also ensure the efficiency of ever individual. We were always there for our team mates and backed them up at every fork or turn in the road. This truly helped in unlocking the innate potential that everyone had and stay true to the genius inside of them.

Role Interactions

Even in certain segments such as design, completely inexperience members of the team were able to contribute critical and valuable ideas for development. Role overlaps are pretty common and we used that to the best of our advantage. Everyone pitched in, not matter what the scenario. Though certain members may not be into a particular field, the vision of the brain is endless. The possibilities that can be conjured up by one member is truly infinite. Now what if we used that, multiplied by 6 super genius brains? It gives birth to a skill-set of excellence, individuals work with diligence and, in their own diverging paths, converge into one unimaginable team - Traxeleration.

Elegant, Minimalistic Designs

Team Traxeleration is a strong supporter of minimalism, as seen evidently in the design portfolio. Really harsh and bright designs may seem exciting first, but they gradually lose professionalism - something that our team lives by. Our designs are meant to inspire people and instill in them a passion for F1 in Schools. Through countless number of failures and infinitely many trial runs, we have perfected our art and skills so that we can deliver the best among the best.

Citizens of the Future

This competition inspires the every single team to use IT, to learn about physics, aerodynamics, design, manufacture, branding, graphics, sponsorship, marketing, leadership/teamwork, media skills and financial strategy, and apply them in a practical, imaginative, competitive and exciting way. We are going to be the future doctors, engineers, racers, leaders etc. and this competiton acts as a stepping stone to propell us toward a great future. Team Traxeleration strives to stand out of the ordinary and be the difference that the world wants to be.

Corporate Professionalism

One doesnt survive in the modern world if he doesnt have good corporate standards. The competition enables us to do just that. We make busines plans and adhere to budgets to ensure the maximum smoothness of our work. We learn how to meet sponsors and to 'sell' our brand. We learn various ways by which we can convince the sponsors that we are worth their money. We can truly say that Traxeleration is a brand that has excelled beyond expectations.

Afterword

Nearing the end of the portfolio which symbolizes the end of our old journey and the beginning of our new, non-stop adventure, we would like to salute every single person who has supported the team throught this magnificient journey. Its been a long a tough one, but definitely one that we would remember for the rest of our lives. We would like to thank the F1 in Schools organization and our Our Own High School Al Warqa'a for providing the opportunity for sitting in this amazing roller coaster ride. With that, Traxeleration signs off from its journey to reach the Qualifynals and hopes to participate in the National Finals. Let us all try to live by our morals and ideals so that we can emerge as better citizens of the world.

BE DIFFERENT >< BE SPEED

MANUFACTURE

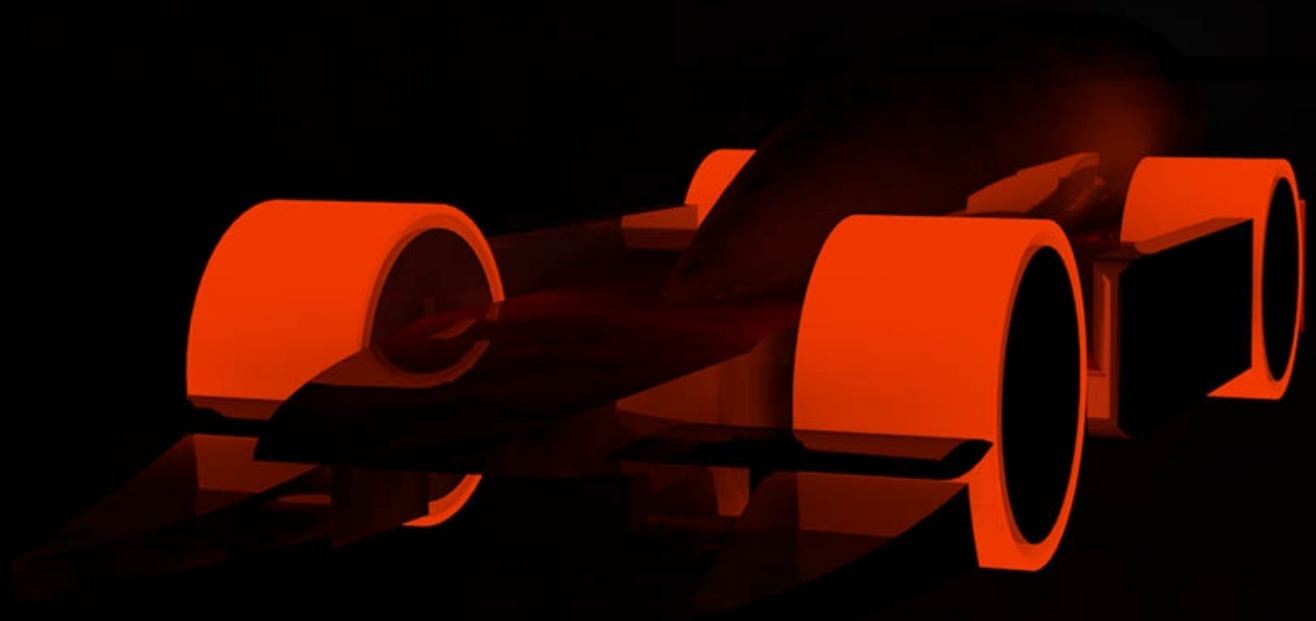
GRAPHICS

DESIGN

RESOURCE & MARKETING

"The Zwicky 18 galaxy represents our journey through F1 in Schools - from a group of youngsters with raw knowledge, to true professionals."

Part Speed. Part Elegance. Part Innovation.
All TRAX.



TRAXELERATION
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