



Press Release

14th March 2007

JCB DIESELMAX Laps Central London to Celebrate Dewar Trophy Award

*Royal Automobile Club **Dewar Trophy** presented to team behind Diesel Land Speed Record*

The Royal Automobile Club **Dewar Trophy** was presented to the team that captured the world diesel land speed record for Britain at a special lunch at the Pall Mall Clubhouse. JCB Chairman Sir Anthony Bamford collected the 100-year-old silver trophy, which was awarded to recognise the team's outstanding British technical achievement in the automotive world.

To form part of the Dewar Trophy celebration, the JCB DIESELMAX Streamliner was transported into Central London for a special photocall with the world's fastest man on four wheels, Wing Commander Andy Green OBE, before setting off from Hyde Park along Piccadilly, around Piccadilly Circus and down Haymarket before completing a 'drive past' the Royal Automobile Club on Pall Mall.

Sir Anthony Bamford was quick to praise all of the people involved in the project, which was successfully completed in a very short time period.



Sir Anthony Bamford: "First of all I'd like to thank the Technical Committee of the Royal Automobile Club, we are really very honoured to receive such a trophy. I had absolutely no idea it was going to be so big. Many people may think that winning a record like this was easy, but the only easy part was thinking up the idea in the first place."

“It was really a very tense time and we were undertaking an engineering project that we as a company had never done before,” Sir Anthony continued. “However we had the help of a very fine team of people. It could have gone wrong right up to our last run. However we solved the problems and it all worked. We achieved what we set out to do and set a new world record. This award means a lot to me and to our company and I'd like to thank everyone who was involved in the project, which is not only great showcase for JCB, but for British Engineering as well.”

The 2006 Royal Automobile Club Simms Medal was also presented at the Dewar Trophy Lunch with Steve Tremble, Sales and Marketing Director for Zytek Group, collecting the award on behalf of Bill Gibson who was unfortunately taken ill and couldn't be at the lunch in person.

ENDS

Notes for Editors

DEWAR TROPHY

The **Dewar Trophy** is awarded for outstanding British technical achievement in the automotive world. The Royal Automobile Club has presented the 57cm high silver trophy on just 38 previous occasions since 1906 when the achievements have met the stringent standards required by the **Dewar Trophy** Committee. Previous winners include Rolls-Royce, Jaguar and Dunlop, with Ricardo plc winning in 2005 for its work in the development of the Dual Clutch Transmission in the Bugatti Veyron.

JCB DIESELMAX

On Wednesday 23rd August 2006 the JCB DIESELMAX streamliner, driven by World Land Speed Record holder Wing Commander Andy Green, became the world's fastest diesel at Bonneville Salt Flats in the United States, recording an average speed of 350.695mph and beating their previous day's best of 328.767mph, itself a new land speed record for a diesel powered vehicle.

The team behind this world beating machine took two standard JCB444 140bhp four cylinder diesel engines, used in a variety of JCB products. A team led by Matt Beasley of Ricardo then developed them to become the world's highest specific power diesel, producing 750bhp each. The car design team, led by Chief Designer John Piper and world renowned aerodynamicist Ron Ayers, then produced an outstanding vehicle that set completely new standards in the application of technology to the art of land speed record breaking.

DEWAR TROPHY TECHNICAL SUB COMMITTEE

The Royal Automobile Club **Dewar Trophy** Technical Sub Committee is comprised of five leading individuals from the automotive industry.

John Wood (Chairman)	Managing Director Motor Industry Research Association (MIRA)
Dr Stephen Hammerton	Chairman, the Royal Automobile Club Motoring Committee
Alec Osborn MBE	President, the Institution of Mechanical Engineers (IMechE)
Karl Ludvigsen	Influential and highly respected motoring author and historian. Former Senior Executive with Ford, Fiat and General Motors
Steve Cropley	Editor-in-Chief, Autocar Magazine

Captions for top image – L/R – Sir Anthony Bamford, Dr Tim Leverton (Project Director JCB), Wing Commander Andy Green OBE (JCB Dieselmax driver) - HIGH RESOLUTION IMAGES AVAILABLE ON REQUEST

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