

1-7-2015

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Recommended Citation

Radwanski, Amy C., "Urban Concept Car on Display at Detroit Auto Show" (2015). *News Releases*. 114.
http://digitalcommons.cedarville.edu/news_releases/114

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FOR IMMEDIATE RELEASE

January 7, 2015

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Urban Concept Car on Display at Detroit Auto Show

CEDARVILLE, OHIO – In another showcase event for Cedarville University’s school of engineering and computer science, eight students will demonstrate its urban concept car, “Urbie,” during media day at the 2015 North American International Auto Show in Detroit. The event, held in Cobo Center, will be on Tuesday, Jan. 13.

The team of Cedarville University students was invited by Shell Oil because of its consistent participation, and good showing, in the annual Shell Eco-Marathon competition. During the media day, a Penske stock car driver will test drive “Urbie” for the purpose of promoting the 2015 Shell-Eco Marathon on April 9-12 in Detroit.

“I am very positive about the Shell Eco-Marathon because it provides a unique educational value for our students,” said Larry Zavodney, Ph.D., senior professor of mechanical engineering. “We also have exceptional students who make a good impression.”

Located in southwest Ohio, Cedarville University is an accredited, Christ-centered, Baptist institution with an enrollment of 3,620 undergraduate, graduate and online students in more than 100 areas of study. Founded in 1887, Cedarville is recognized nationally for its authentic Christian community, rigorous academic programs, strong graduation and retention rates, accredited professional and health science offerings and leading student satisfaction ratings.