



# Design your own self-driving vehicle activity pack!

HELP US TO VISUALISE THE CONNECTED AND SELF-DRIVING FUTURE FOR THE CHANCE TO **WIN**



**WIN**  
FAMILY TICKET FOR GOODWOOD FESTIVAL OF SPEED



**WIN**  
ROBORACE HOT WHEELS CAR

CREATED BY:

**ifour**

We've also included some other activities to keep you connected and busy during this time! Stay safe and stay creative. **Team Zenic**

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LAB

# Design your own self-driving vehicle COMPETITION

ZENZIC<sup>4</sup>

NAME:	AGE:	EMAIL:	Tick here if you're happy for your design, first name and age to be shown on social media: <input type="checkbox"/>
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## HOW TO ENTER

Take a picture of your design and send to  [info@zenzic.io](mailto:info@zenzic.io) or tag us in a post on [Linked in](#) @Zenzic

The competition will close Friday 22 May 2020 at 5pm BST. Entries will be judged and Zenzic will announce winners on Tuesday 26 May 2020 (one aged 0-7, one 8-14 and one 15+). All three winners will receive a Roborace Hot Wheels car in the post (we'll be in contact to confirm your address). From the three winners, one will be selected at random and will receive a Family Day Ticket for the next Goodwood Festival of Speed. For full T&Cs visit [zenzic.io/competition](http://zenzic.io/competition).

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Thousands across the world are working to bring connected and self-driving vehicles to our roads! Can you solve the maze below including some of the main testing and development sites for self-driving in the UK? Tip: you must visit every test site to complete the maze!

# ZENZIC<sup>4</sup>

## START



## FINISH

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Please share with us, we would love to see [Linked in](#) @Zenzic or [info@zenzic.io](mailto:info@zenzic.io)

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## What is Zenzic?

Zenzic was created by government and industry to champion the connected and self-driving ecosystem and accelerate the self-driving revolution in the UK. The company drives collaboration with partners across industry, government and academia to shape a world-class CAM Testbed UK, and to deliver a comprehensive UK Connected and Automated Mobility Roadmap to 2030. Zenzic is channelling £200 million of investment, with the goal of ensuring a safer, more inclusive and productive mobile future.

[zenzic.io](https://zenzic.io)

## What is Roborace?

The world's first racing series for humans and artificial intelligence. It was created to accelerate the development of autonomous software by pushing the technology to its limits in a range of controlled environments. Roborace completed a demo at the Goodwood Festival of Speed with Robocar in 2018 and the DevBot 2.0 in 2019.

[roborace.com](https://roborace.com)

## What is the Festival of Speed?

The Festival of Speed is the largest motoring garden party in the world – an incredible four days that brings together an impossibly heady mix of cars, stars and motorsport 'royalty' to create the largest car culture event in the world. Held in the immaculate grounds of Goodwood House, this annual hillclimb event is a true celebration of motorsport and all things automotive. FOS Future Lab plays host to some of the most innovative and forward-thinking visions of future technology. Future Lab themes range from space exploration, autonomous transport, robotics and personal flight.

[goodwood.com/motorsport/festival-of-speed/](https://goodwood.com/motorsport/festival-of-speed/)

## Who is ifour?

An award-winning creative agency. You'll find us at the place where form and function meet, because we like to create clever. Whether we're developing an identity for a new brand, rolling out a multi-channel campaign, or launching a product into the market, we believe in the power of creativity to generate tangible results.

[ifour.co.uk](https://ifour.co.uk)

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