

## IVY USES LESS POWER THAN A FOUR-SLICE TOASTER

*Not your everyday mode of transport – but it's economical*

UNIVERSITY of NSW students protected their heads with AKUBRAS from the very energy source they relied on to traverse the 3000-kilometre Global Green Challenge race from Darwin to Adelaide – the sun.

The solar powered “IVy” (fourth generation) was the first Australian entrant to complete the grueling four-day journey, made even more incredible by operating on a budget a tenth of their major competitors.

“Not only were we the first Australian team, we were the first silicon solar powered car to cross the finish line. We placed fourth overall, and we couldn't be more thrilled with our result,” team spokesperson Daniel Friedman said.

A test run, before heading off to Darwin for last October's Global Green Challenge, had Sydney's M5 drivers bewildered.

The Sydney Morning Herald reported on October 12, 2009:

Motorists using the M5 on the weekend may have been stunned to find this lean little car zipping past them on the motorway.

But their curiosity may



University of NSW Solar powered vehicle IVy with support crew and their AKUBRAS.

have given way to jealousy had they known the sleek vehicle zooming past at 110 km/h was running on less energy than is needed to power a toaster, while they spent \$1.10 a litre on fuel to power their cars.

The solar-powered Sunswift IV was out on the M5 for a test run, ahead of its tilt in the 3000-kilometre Global Green Challenge race from Darwin to Adelaide.

Designed by the University of NSW solar racing team, the car was built over an 18-month period by about 60 team members who spent more than 10,000 hours putting it together.

Project manager Clara Mazzone told the SMH that the team was confident of completing the race in four days but was uncertain whether that would be enough to win the challenge.

Fourth overall from 37 teams was a great result for the University of NSW students who built IVy at a cost of \$280,000, a figure that included race costs.

IVy achieved a road speed of 90km/h consuming 1.3 kilowatts of power from its solar livery.

Compared to the 1.8 kilowatts needed to run your average four-slice toaster IVy is an amazing vehicle.

The design of IVy ensured the sun's rays were put to their best use. An onboard computer matched the power generated from the solar panels to data on the topography of the route, wind speeds and the weather.

Weather data was obtained from team sponsor – The Weather Company – through its forecasting tool “Opticast”.

Developed by The Weather Company “Opticast” is energy industry specific – suited to wind and solar applications for renewable sources that require a high variable power output.



# FROM POLITICIAN TO DIPLOMAT – HE LOVES HIS NEW AKUBRA HAT

*Brendan Nelson will not only fly the Australian Flag in Europe he'll wear his Akubra with pride*

**FORMER** federal opposition leader Dr Brendan Nelson took up his post in Europe last month as Australia's Ambassador to the European Communities, Belgium and Luxembourg, Representative to the North Atlantic Treaty Organisation (NATO) and Special Representative to the World Health Organisation.

After a 13-year career as a politician Dr Nelson is now a diplomat with three major portfolios, and both sides of the political fence believe he will handle the jobs with aplomb.

"Brendan and his wife Gillian will be outstanding representatives of our nation and they leave our shores with the best wishes of the Australian people," said MP Julie Bishop, deputy leader of the Opposition.

"As a former doctor, Howard government minister and Opposition leader, Brendan is well qualified to represent Australia at the highest levels in these important international institutions."

Dr Nelson has pledged to do his utmost to represent Australia's best interests in the European Union and in particular NATO.

Prime Minister Kevin

Rudd said of Dr Nelson's appointment: "I believe to our friends in Brussels, again it will underpin the importance we attach to our relationship at the economic, the foreign policy level and in terms of NATO the security policy level."

Dr Nelson noted that the Akubra was a wonderful symbol of Australia and he was looking forward to taking his new one overseas.

"I have owned an Akubra for 30 years and I'm delighted to have a new one," Dr Nelson said.

The journey of life and politics for Dr Nelson took many twists and turns along the way but he attributes his decision to quit politics to his wife Gillian.

"My wife (Gillian) made the decision (for me to quit politics) after I lost the leadership of the Liberal Party and it was time to do something else," Dr Nelson said on Darwin's 1041FM.

"She said: I don't think we'll go through that again."

As a youngster Dr Nelson grew up in a labor family with his father instilling in him that "if you want to care for the people you support the labor movement".

With a desire "to spend his life in making a difference" he dropped out of economics and went into medicine.

"Then I was employing people, had an overdraft and all those sorts of things, and (it is then) you realise that life's not as simple as that," Dr Nelson said.

"I got involved with the Australian Medical Association and became president. And about 15 years ago I wanted to do more in terms of shaping the future of the country."



*Dr Brendan Nelson and his wife Gillian will represent the nation on the continent and are proud to wear their Akubras.*

Almost 14 years as member for Bradfield in Sydney ensued before the decision to quit politics was made by his wife Gillian.

"I was well advanced in planning other ventures when the Prime Minister approached me about this job overseas," Dr Nelson said.

"The taxpayers of Australia and before that the medical profession invested a lot in me and this job will enable me to use the skills that I have acquired to represent our country's interests to the European Union, to NATO and as special commissioner to the World Health Organisation."

## LETTER TO THE MANAGING DIRECTOR *Akubra better than your average Stetson*

**I am writing to tell you how much I enjoy my Akubra Snowy River hat. My wife gave me a gift certificate to a hat store in Seattle for Christmas, 2009.**

Last week I visited the store thinking I would use the gift certificate to purchase a Stetson cowboy hat. I wanted a Stetson because it is an American made hat and is a legend in the American west, where I grew up.

When the salesman at the hat store brought me several hats to try on, the Stetson was the least comfortable. The Akubra hats I tried on were more comfortable and were of very high quality.

When all was said and done I walked out of the

store with a new Snowy River hat.

Since then I've done a little research and discovered that Stetson doesn't make hats anymore. It only licenses its name. Akubra on the other hand makes its own hats and is still family owned. I walked into the hat store wanting to purchase an American made hat. But, after wearing my new Akubra hat and learning it was made by a family-owned company, I know I made the right choice. I look forward to many years of use from my new hat.

Thanks to you and your employees for producing such a superior product.

Steven Boyd  
Bellevue,  
WA 98006 USA  
January 21, 2010

### TOP 10 SELLERS

- Cattleman
- Snowy River
- Coober Pedy
- Territory
- The Arena
- Bronco
- Rough Rider
- Tablelands
- Traveller
- Coolabah



# EIGHTY-FIVE YEARS OF CONTINUOUS CHAMBER MEMBERSHIP REAPS REWARDS

**AKUBRA has joined an elite group of businesses with 85 years of continuous membership of the NSW Business Chamber.**

The NSW Business Chamber traces its heritage back to the Sydney Chamber of Commerce, founded in 1826, and the Chamber of Manufacturers of NSW that was formed in 1885.

The Sydney Chamber is the second oldest continu-

ing company in NSW with just Westpac (Bank of NSW) being established earlier in time.

Akubra joined the Chamber of Manufacturers of NSW in 1924.

"I see our membership of the NSW Business Chamber as crucial to the ongoing success at Akubra," said managing director Stephen Keir.

"In today's ever changing business environment the Chamber provides much more than advice on Industrial Relations matters, they have expertise in Occupational Health and Safety, International Trade and Marketing to name just a few.

"The Chamber has been with us all the way in our business journey over the past 85 years."

NSW Business Chamber president Ian Penfold said in



*NSW Business Chamber president Ian Penfold presents Akubra managing director Stephen Keir with 85 year membership award.*



his opening address at Star City: "Owning and running a business is one of the greatest challenges anyone can take on.

"Often difficult tasks in life

are compared to climbing a mountain. I can think of no mountain climber that does this task – hour after hour – day after day – year after year.

"And when that mountain is conquered, the climber then returns home to rest and plan the next challenge, but for a business owner the challenge continues long after the office or store closes.

"Your role as leaders in our communities of taking on the risk and challenge of seeing an idea developed into a product allows the people you employ to put food on their tables, to support their families and to live lives of dignity.

"This should never be understated."

And in presenting 85 year recognition awards to Akubra, James Cumming & Sons, Goodearl and Bailey, and GlaxoSmithKline – Australia Mr Penfold said:

"It is my great pleasure to recognise four members who have been members of NSW Business Chamber for 85 years."

## VICTORIAN POLICE PROTECT THEMSELVES FROM THE SUN WITH AN AKUBRA HAT

*Akubra continues its push into the Government Procurement market*

**AKUBRA has won a substantial state government tender in times where offshore procurement has become an almost everyday occurrence.**

Victorian Police have agreed to purchase specially manufactured Akubra broad-brim fur-felt hats for existing officers and all new recruits for the next three years.

"Akubra has embarked on a more concentrated campaign to win federal, state and local government tenders," said company secretary Roy Wilkinson.

"Our corporate solutions department is driving these ventures and we are most pleased to have won the Victorian Police contract. It is probably the most significant

tender Akubra has won for sometime.

"We already have a contract with the Australian Defence Department as well as being a preferred supplier to many local government bodies.

"These contracts along with our retail sales contribute to a stable work-

force."

The Victorian police contract recognises the quality Australian made brand of Akubra along with the support an Australian company provides.

The first batch of the specially manufactured Victorian Police Akubras will be dispatched this month.





# TRAVELLER – ON THE ROAD, CAMPING OR REGULAR WEAR

The Traveller is part of the Lifestyle Collection, a range developed with those who travel extensively in mind.

Significant time was spent in research and development by the production team, the sole aim to produce a light weight hat that could take appropriate punishment by those people who spend considerable time travelling.

The Traveller is a softer, more pliable felt hat designed specifically for the adventurer among us whether on the road,

camping out or for regular wear. This hat is equipped to handle just about anything and everything.

The superior rabbit fur felt used by Akubra reinforces its commitment to producing not only an exceptional looking hat but one of the most durable.

With a unique memory, the Traveller, even when crushed can be manipulated back into shape. Now you can tuck your hat into your bag safe in the knowledge it will retain its original look when you take it out to wear again.



The growth in popularity of this style has been remarkable with the style currently ranked as the number nine best selling hat.

The AKUBRA Traveller

has a good sized brim at 76mm for protection from the sun and elements.

The most popular colours are Regency Fawn and Sand. Sizes range from 53-61cm.

## VIBRANT NEW PRODUCT CATALOGUE OUT SOON . . .

The 2010 Product Catalogue will be released this month and will continue to provide important information for retailers.

The catalogue has a new look and feel with professional shots of loyal Akubra wearers featured throughout the brochure.

To help your discerning buyers there are details on Akubra's Sun Protection, increasingly a very important selling tool for retailers.

"For retailers who are unaware of the sun protection properties of Akubra Hats, we regularly send our hats to the Australian Radiation Protection and Nuclear Safety Agency (ARPANSA), a Federal Government Agency," said company secretary Roy Wilkinson.

"We then receive an Ultraviolet Protection Fac-

tor Report and an Ultraviolet Protection Factor (UPF) rating.

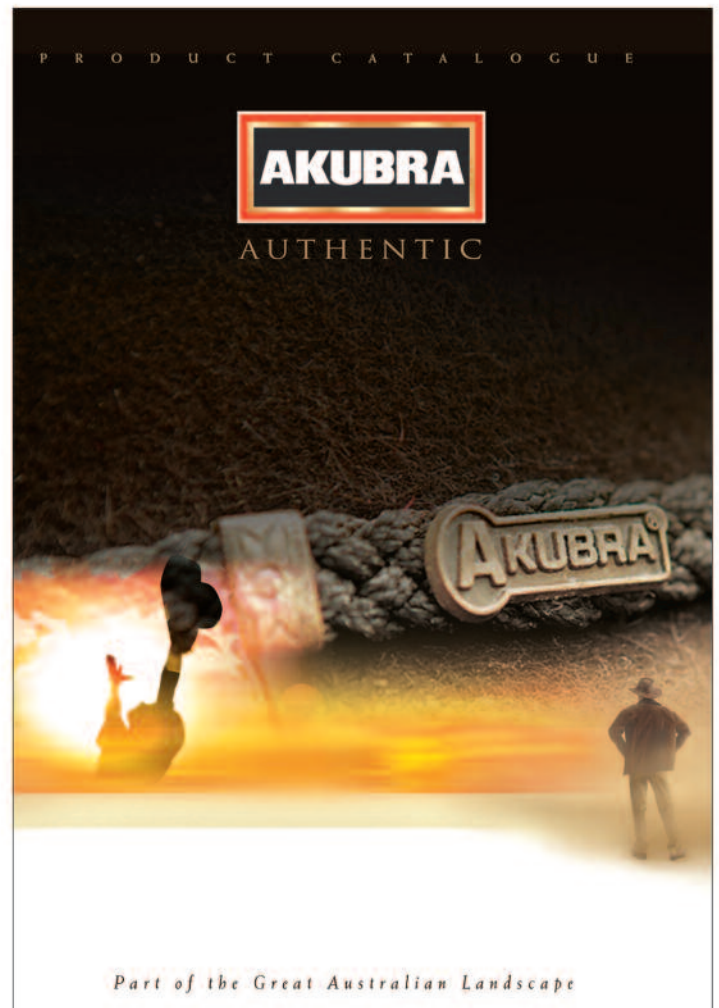
"This rating indicates how effective a fabric is at blocking out solar ultraviolet radiation."

Akubra Hats are currently rated at UPF 50+, and as such are classified as EXCELLENT under the UPF Classification System.

This information will continue to be an important selling point for retailers looking to promote the advantages of Akubra over other headwear products in the marketplace.

The catalogue includes all of the new hat styles introduced over the last couple of years as well as emphasising that all Akubra Hats are Australian Made.

Please contact your Akubra Representative or head office to arrange for a copy of the new catalogue.



**AKUBRA – ON TOP DOWN UNDER**