

GDM 57/2010R

21st July 2010**Students worldwide to fly ideas for greener flight and €30,000 prize**

Global Airbus contest to shape the future of eco-efficient air travel takes off

University students worldwide can shape the future of flight and win €30,000 in a global competition launched today by Airbus at the Farnborough International Airshow in the United Kingdom.

The Airbus Fly Your Ideas (FYI) competition challenges students worldwide to develop new ideas for a greener aviation industry. The biennial contest involves three progressively challenging rounds judged by a panel of Airbus and industry experts. It concludes with a final at next summer's International Paris Airshow - Le Bourget, France. The winners will share the top prize of €30,000; the runners-up €15,000.

Announcing the launch of FYI 2011, Charles Champion, Airbus Executive Vice President Engineering and FYI patron, said: "Fly Your Ideas is a unique opportunity for students to be part of Airbus' vision for an eco-efficient aviation industry of the future. The competition is designed to stimulate ideas for both a more connected and sustainable world. It also enables Airbus to engage with students and research teams to identify R&T opportunities to balance the increased demand for air travel with a better environment."

Students of any age, nationality, gender or discipline – from engineering to marketing; business to science; philosophy to design – are invited to take part. Proposals are welcome on all aspects of the 'Environmental Life Cycle' – an innovative approach Airbus uses to improve the environmental performance of an aircraft and its production process. It consists of five stages: design; supply chain; manufacturing; aircraft operations and aircraft end-of-life.

FYI 2011 follows the success of the inaugural contest launched in October 2008. Some 2,350 students from over 80 countries took part with the multinational team COz from the University of Queensland, Australia, judged eventual winners at Le Bourget 2009. Their project focused on the use of a pioneering natural fibre composite – made from castor plants – in aircraft cabins.

Benjamin Lindenberger (27), who was part of the FYI 2009 winning team "COz", added: "Winning the FYI challenge 2009 was a great experience. But the opportunity to work with Airbus experts, gain industry insight and develop transferable skills was just as valuable."

To enter FYI 2011 students must register as a team of three to five members on the competition website by 30 November 2010. For further information and to register visit: www.airbus-fyi.com

Project proposals must be submitted by 10 December 2010. Those shortlisted for Round 2 will develop their ideas into more detailed submissions with support from Airbus staff. Five finalist teams will win a VIP trip to Paris in June 2011 and make presentations to an independent jury – including industry experts – who will announce their decision at the FYI 2011 awards ceremony.

* * *

.. / ..

Notes to editors:***Available on request:***

- High-res images of Charles Champion and his biography
- Further information on FYI 2009 including winners, runners-up, finalists and jury members
- More about: 'Airbus – Towards a responsible and eco-efficient enterprise'

FYI 2011 competition timings:

- | | |
|--|---|
| ▪ Registration: | Closes 30 November 2010 |
| ▪ Round 1, Project Proposal: | 01 September 2010 – 10 December 2010 |
| ▪ Round 2, Project Submission: | 17 January 2011 – 15 April 2011 |
| ▪ Round 3, Project Presentation (development): | 16 May 2011 – 17 June 2011 |
| ▪ Final, Project Presentation (live): | June 2011 (International Paris Air Show - Le Bourget, France) |

FYI 2011 entry criteria:

- To participate, students must be registered to study full or part time at any recognised degree-awarding institution but could be studying a degree, Masters or PhD in any discipline
- Formed teams of three to five participants can enter FYI 2011 and must be correctly registered on the FYI website – www.airbus-fyi.com – before registration closes on 30 November 2010
- The team should be given a name, and one team member nominated team spokesperson
- Each team must identify an Academic Mentor, a member of staff from one of the team's institutions
- At the start of each round of the competition, a Briefing Pack will be sent to the team spokesperson
- The pack will explain the evaluation criteria and format required for that stage of the competition
- If the FYI Challenge organisers have any questions, they will contact the team spokesperson
- Participants must be a member of one team only.

Media contact:

Anne Galabert: + 33 5 61 93 10 00 press@airbus-fyi.com