



## Introducing the Angelic Bulldog Project

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## 1) Our Guiding Principles

Our Guiding Principles are to:

- bring back to Britain the outright Land Speed Record on two wheels
- break the 400mph barrier
- achieve worldwide recognition for British engineering skills and talent
- utilise British design, manufacturing, engineering, products and services
- restore Britain's heritage of outstanding engineering achievements
- educate young people through a series of educational programmes to maximise their potential, especially within science and engineering
- produce project-generated educational resources that are complimentary to the school curriculum
- renew enthusiasm for science and engineering subjects with regard to future careers for young people in Britain
- inspire and encourage young British people to be the best they can.

## 2) Who we are

- Project started by Gabriel Uttley, former Manx GP racer
- Currently 44 people and growing since starting in Feb 2008
- All volunteers
- Located around the UK
- All motorcycle enthusiasts, with specialities required by the Project
- Company limited by guarantee, Angelic Bulldog Project Ltd., formed May 2009
- Expertise from Formula 1, 24 Hour Le Mans, Aerodynamics, Stress design, Engine build
- Additional expert help given by other successful UK land speed record teams



Team Photo

### 3) Background of volunteers

Volunteers are from many companies including:

- Siemens
- Rolls Royce
- Prodrive
- Triumph Motorcycles,
- MIRA

The Team has specialists in:

- gear design
- stress modelling
- aerodynamic modelling
- rapid prototyping
- CNC production
- steel manufacture
- computer modelling
- instrumentation
- motorsport sensors & wiring
- composite bodywork
- electronics
- data-logging & control
- motorcycle design
- website design
- law
- PR
- teaching

and many more subjects required by the Project

### 4) The Streamliner

Engine:	8 cylinder, 2274cc, supercharged, 650 bhp
Length:	6.5m
Width:	0.6m
Height:	0.8m
Max speed:	approx 410 mph, (9 seconds per mile)
Acceleration:	0 to 6 miles in approx 95 seconds
Fuel:	E85 Race blend bioethanol

### 5) Project's Press and PR

We have had great interest in the Project from all walks of life, and public support has been overwhelming. Press and PR coverage has been through the following media forms:

- Printed Newspaper & magazine articles
- TV interviews
- Radio interviews
- Online web pages
- Motorcycle Trade Shows
- Lectures and talks
- Merchandise sales

Printed articles in...

- IMechE Professional Engineer
- Motorcycle News
- Lincolnshire Echo
- Yorkshire Post
- Sunday Times

TV Interviews:

- BBC Look North
- ITV Local Yorkshire news
- We have had enquiries from the BBC and independent TV production companies

Radio interviews:

- BBC Lincolnshire Rod Whiting show
- Lincoln Siren FM

Online coverage:

- Sunday Times Online
- [www.angelicbulldog.org.uk](http://www.angelicbulldog.org.uk)
- MCN (Motor Cycle News) website
- You Tube

Motorcycle trade shows & Exhibitions:

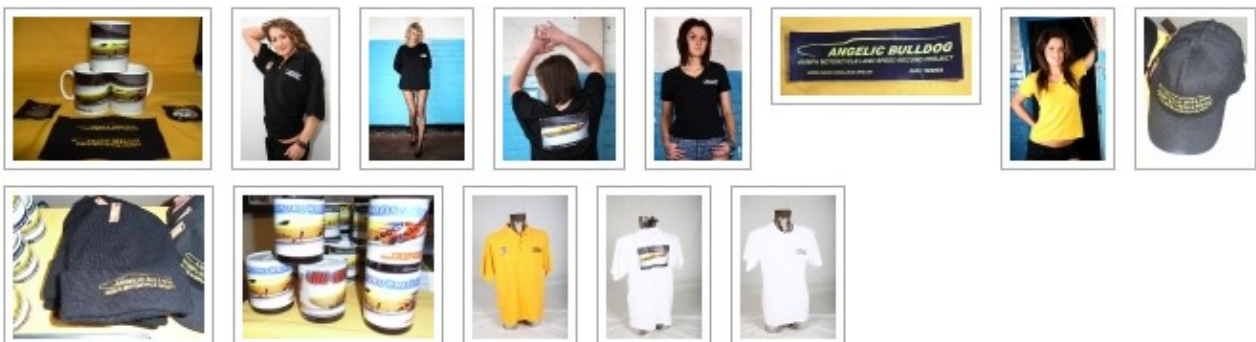
- Classic Bike Show at the NEC
- Silverstone Classic
- Cadwell Park British bike race meeting
- Santa Pod British Championship

Lectures & Talks given at:

- De Montfort University, Leicester IMechE
- Lincoln University - presentation to students
- Lincoln College
- Newark College - presentation to students
- Institute of Mechanical Engineering headquarters, London
- Lincoln IMechE branch
- Prodrive, Banbury - presentation to staff
- National Instruments day London
- Edinburgh, Thurso & Aberdeen University talks
- North Lindsey College

Merchandise sales:

We have a range of clothing and other merchandise available to buy either at shows or [our online shop](#).



## 6) What we can offer

PR - Advertising

Your logo can appear on the Angelic Bulldog

- Streamliner
- Team clothing
- Merchandise - clothing and other items
- Project press releases and other stationary
- Website

Corporate Days and Events

- Corporate days at our workshop & chances to attend testing sessions
- Branded clothing and merchandise
- Opportunity to become involved with a 'once-in-a-lifetime' experience
- Gabriel & members of the Team are available for motivational speaking and seminars
- Opportunity to display the streamliner at corporate events
- Corporate presence at Press debrief on return back to UK

## 7) Company & contact details

Company name: Angelic Bulldog Project Ltd    Company No: 6921559  
 Registered address: 18 West Bank, Saxilby, Lincoln, LN1 2LU.  
 Email: [info@angelicbulldog.org.uk](mailto:info@angelicbulldog.org.uk)  
 Phone: 07974 277582 / 01522 703167  
 Website: [www.angelicbulldog.org.uk](http://www.angelicbulldog.org.uk)

## 8) Current Sponsors

