



LAND ROVER 4x4 IN SCHOOLS WORLD FINALS 2017

OUR ADVENTURE COLUMBA RACING

RNDr. Monika Molokáčová

"Engineering and Mathematics powered by the team members' engagement make Columba Racing worldwide competitive. Fingers crossed for the World Finals 2018!"

JURAJ MARCIN

THE ATMOSPHERE

The atmosphere at the Yas Marina Circuit was incredible. **Even though we sometimes couldn't hear each other due to the Lamborghinis driving around, we worked collaboratively like never before.** The official opening presented by Mercedes AMG F1 presenter Rosanna Tennant was simply amazing followed by a barbeque party on which we could get to know other teams and create some international friendships. Revealment of tracks 4 and 5 built around two Land Rover Discoverys was full of action with Jaguar F-Types revving their engines, blinking lights and loud music coming from the speakers. Awards evening also presented by Rosanna Tennant was full of tension because there were many categories and nobody was sure who would win.



PATRIK POPROCKY
THE CHALLENGE

Land Rover 4x4 in Schools is an international competition in which teams of 3 - 6 students compete with their 4x4 RC car. Teams are required to construct a small 4x4 vehicle, explain their engineering process to expert judges, create extensive marketing of their product and most importantly prove, that their car is the best on the track. During the competition, every team is judged on various criteria. Before the main event, everyone has to submit their vehicle to the judges along with their portfolio, which is also evaluated. During this time, the car is tested whether it meets technical regulations. **On the competition days teams have their own pit area which they set up a day in advance and is also evaluated along with verbal presentation, engineering, track performance & trailer tow performance.**



PETER RIDILLA
THE PRESENTATION

In order to make effective marketing plan, we had to present our hard work within the school society and on the competition. The work on the presentation did not require only listing every information about the car and the team in our portfolio but also creating attractive design, which we used throughout the competition on posters, verbal presentation and also on our team identity. Due to successful presentation of our team we managed to get a lot of valuable partners who supported our work and helped us getting on the world finals. We also created a fanbase on our facebook page where we propagate the progress of the team and share our experience with other people. **Last but not least, we were really pleased and honoured when talking to VIP guests, presenting them our goals, know-how, results and opportunities.**



JURAJ MARCIN
THE PLACE

WF 2017 took place at the Yas Marina Circuit in Abu Dhabi. Fortunately it took place in December, so the climate was "cool" - around 25 degrees Celsius. Large conference hall built in the middle of the circuit was divided to three parts - the tracks, the podium and the pit displays. Our hotel - Radisson Blu was just few minutes from the circuit. ***From the hotel we had a nice view of the circuit, especially in night, when the main building was covered by pink and purple lights.***

On the last day in Abu Dhabi they took us on the track with busses and then we went to Dubai Desert Conservation Reserve in which they drove us in Land Rovers from 40's and 50's. Then they showed us what falconers do and how they train their falcons. In the end of the day we had traditional dinner with musical accompaniment followed by a star gazing.



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