

A **ludicrously** quick way to pass the salt

Record Breakers



“JCB Dieselmax the fastest diesel car in history”

***The ultimate technical, people and logistical
Challenge to Inspire British Engineering***

The technical challenge was to build a one-off car in 9 months to capture the land speed record of 350mph for a diesel car, using 2 digger engines and a digger gearbox. The engines had to be capable of being developed from 220 BHP to 750BHP and the car designed to remain stable. All those connected to racing car engineering and design deemed it unrealistic to be able to complete this operation within 9 months.

The people challenge involved forming and building a winning team of 35 people from 5 different organisations, covering many disciplines - very few knew each other or had worked together before.

The logistical challenge was to transport this complete entity in 27 containers by jumbo jet to Bonneville Salt Flats in the USA. This had to be done, not only within a financial budget, but also to meet a 4 day window of opportunity on the salt flats.

The Leadership and team case study behind this successful project, which beat both the financial and time deadlines, is a unique case of how to produce a winning performance in the ultimate high pressure environment.

