



www.thecrucible.org

**THE CRUCIBLE**

An Educational Collaboration of Arts • Industry • Community

**FOR IMMEDIATE RELEASE**

**Press Contact: Michael at 510.409.4400 or email:  
michael@thecrucible.org  
website: <http://thecrucible.org>**

## **CRUCIBLE-BUILT BIODIESEL MOTORCYCLE BREAKS WORLD LAND SPEED RECORD**

**ENVIRONMENTAL RESPONSIBILITY + PERFORMANCE = DIE MOTO**

September 10, 2007 – Oakland, CA – The Crucible is proud to announce their innovative custom-built biodiesel motorcycle has shattered the World Land Speed Record for diesel motorcycles at the International Motorcycle Speed Trials by BUB at the Bonneville Salt Flats in Utah, clocking 130.614 mph. Michael Sturtz, Crucible's founder and executive director, also made history by piloting the first non-petroleum powered motorcycle to ever run at Bonneville, setting the record running on Greenline Industries' B100 Bio-Diesel fuel.

Designed and fabricated at The Crucible ([www.thecrucible.org](http://www.thecrucible.org)), an innovative industrial arts education facility in Oakland, CA, Die Moto was recently featured on the cover of *Popular Science*; and with its impressive showing at Bonneville, has opened the doors and set the bar high for other alternative fuel vehicles to compete there. Together Greenline and The Crucible are doing more than setting world speed records, they are setting a new standard for performance and fuel efficiency, proving that style, speed, and environmental responsibility can come together in one vehicle.

Both The Crucible and Greenline share a commitment to address the world's environmental and socio-economic issues and promote biodiesel as a viable alternative to diesel. The challenge for the Die Moto team is to demonstrate new capabilities of biodiesel and call attention to the need for automotive technology to integrate environmental responsibility with performance, and with emissions 78% less than a standard diesel engine at speeds over 130 mph, they're succeeding. "The mission of the Die Moto project is to demonstrate that environmental responsibility and alternative technology have a place in the headlines and history books of high performance vehicles," says team leader and rider, Michael Sturtz, "And we expect to get Die Moto up to 160 mph on our next run."

The Crucible's volunteer team, known as the Diesel Dozen, is comprised of highly skilled professionals in the fields of engineering, motorcycle mechanics, design, fabrication, environmental health, and industrial arts. They constructed Die Moto from a BMW motorcycle, replacing the motor with a high performance BMW automotive diesel engine found only in Europe. The result is a motorized work of art that pays homage to the early pioneers of motorcycle racing—an automotive engine on a motorcycle chassis encased in a gleaming hand-crafted 3/4 aluminum fairing reminiscent of the GP racers.

The Crucible is a non-profit arts education center that fosters a collaboration of arts, industry, and community, teaching and showcasing fire, metal, glass and light art in the San Francisco Bay Area for almost nine years. The Crucible promotes creative expression, reuse of materials, and innovative design while serving as an accessible arts venue for the general public. Greenline Industries manufactures a full range of Biodiesel processing systems employing the very latest waterless technology. Based in San Rafael, CA, their standard clientele includes a broad range of customers, from farm co-ops and small businesses to larger scale municipal interests and full-scale commercial plants.