

IACT is the 2014 Shell FuelSave champion

IACT College emerged as the 2014 winner of the Shell FuelSave College Competition and took home the championship trophy, RM15,000 cash prize and potential internship opportunities with Shell Malaysia.

Taylor's University emerged as the first runner-up winning RM8,000 and a trophy while Universiti Putra Malaysia was the second runner-up taking home RM5,000 and a trophy.

The competition, now in its fourth consecutive year, is an initiative by Shell Malaysia to challenge students from public and private

universities to plan and execute an integrated marketing and communications campaign to promote and educate Malaysia's Gen Y drivers on smarter driving habits.

The 2014 competition however, took a new turn and the main task was to drive as many people as possible to make a commitment to practise fuel efficiency by making a #ShellPledge.

A special award was also presented to IACT College for collecting the most pledges for the #ShellPledge contest.