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**MONTEREY COUNTY ANNOUNCES FUTURE TRANSPORTATION
TECHNOLOGY FORUM**

*Presented by Freescale Semiconductor
Exploring Environmentally Sustainable Technology*

MONTEREY, Calif., April 13, 2010 – Monterey County and Mazda Raceway Laguna Seca announced today that a forum exploring future transportation as it relates to environmentally sustainable technology and innovation will be held in conjunction with the American Le Mans Series Monterey presented by Patrón. Green transportation technology experts will present how their innovations influence vehicles in showrooms today. The forum will be from 1:30 p.m. – 4:30 p.m. on Wednesday May 19 at the Red Bull Energy Center at Mazda Raceway Laguna Seca.

“Reducing our carbon footprint is no longer something we can ignore at racetracks,” said Gill Campbell, CEO/general manager of Mazda Raceway Laguna Seca. “By bringing technology experts from fuel suppliers and four and two wheels together, the County’s guests will get a broad perspective of ideas on how we can together decrease our environmental impact.”

The forum speakers will include Bob Larsen the Director of the Center for Transportation Research at the Argonne National Laboratory. He was integral in creating the DOE, EPA, SAE Green Racing Work Group. Joining Larsen is Tim Hayes, the Vice President of Strategic Accounts for BP and he will explore how BP evaluates biofuels. Zero Motorcycles’ CEO Gene Banman will shed the light on building a better motorcycle.

Jeff Curry the Head of Global Product Marketing for
A Better Place

will talk about electric charging infrastructure and services for EV drivers. And the final speaker will be Steve Nelson of Freescale Semiconductor. He is the Vice President of Marketing and will explore the subject of Automotive Electronics, the Key to Fun, Safe and Sustainable Transportation.

The panel of experts joining the forum will include Simon Saba the CEO of Saba Motors where he designed a carbon zero roadster; General Motor's Corvette Racing Program Manager Doug Fehan, whose expertise is business aspects and opportunities in Green Racing and Robert Davis, the Senior VP of Product Development & Quality at Mazda North American Operations who believes the internal combustion engine is not dead.

The Honorary Guests at the forum will include Lew Bauman, County Administrative Officer of Monterey County, Dave Potter, District 5 Supervisor for Monterey County and John Pinio, Director of Parks, Monterey County. Freescale Semiconductor will be the presenting sponsor for the Future Transportation Technology Forum.

For additional information about the Future Transportation Technology Forum, please email frontdesk@mazdaraceway.com or call 831-242-8201.

About Freescale Semiconductor

Freescale Semiconductor is a global leader in the design and manufacture of embedded semiconductors for the automotive, consumer, industrial and networking markets. The privately held company is based in Austin, Texas, and has design, research and development, manufacturing or sales operations around the world. www.freescale.com.

About Monterey County Parks

The Monterey County Parks Department is dedicated to providing quality recreational facilities to all parks visitors. Nine county parks are sprinkled from the north end to the south end of the county. From the excitement of events at Mazda Raceway Laguna Seca to water sports at Lakes San Antonio and Nacimiento to the museums of San Lorenzo and the quiet solitude of Jack's Peak--there is something for everyone.

About Mazda Raceway Laguna Seca

Mazda Raceway Laguna Seca was established in 1957. The world-renowned raceway has been operated since its inception by the Sports Car Racing Association of the Monterey Peninsula (SCRAMP), a not-for-profit 501C(4) corporation. Each race season, SCRAMP donates its net proceeds to the volunteer groups that help put on the races.

Mazda Raceway Laguna Seca's world-class 2010 racing schedule includes the American Le Mans Series Monterey presented by Patrón May 21-23, the Red Bull U.S. Grand Prix featuring MotoGP World Championship July 23-25, the Pre-Reunion August 7-8 and the Rolex Monterey Motorsports Reunion August 12-15.

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