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## Race series makes 'Challenge' to operate cars more efficiently

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THE Braselton, Georgia-based American Le Mans Series has waved the green flag on the Green Challenge, a race within the race that rewards fuel efficiency.

The ALMS has been working on the Green project for months - and interest in the project is growing, especially with gasoline prices at record levels.

The Green Challenge, which will begin with this fall's Petit Le Mans at Road Atlanta and then be in effect at every ALMS race next season, will use a scoring system designed to measure a team's impact on the environment. It will factor in the amounts of energy and fuel teams use as well as the greenhouse gases their cars emit.

In many ways, the Green Challenge is a throwback to an earlier era, when automobile manufacturers used motorsports to develop technology and showcase the latest improvements for the auto-buying public.

"We have always claimed to be the most relevant racing series on the planet," ALMS President Scott Atherton said in a statement announcing the Green Challenge rules. "Now, we hope to play a role in saving that planet by working with manufacturers on innovative alternative fuel solutions and new technologies."

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