



AMERICAN LE MANS SERIES PRESENTED BY TEQUILA PATRÓN MEDIA RELEASE

THURSDAY, MAY 13, 2010



MEDIA ADVISORY: UPCOMING EVENTS IN MONTEREY

*Press events highlighting Series' platform
of driving automotive innovation through competition*

The following are two alerts regarding media events in conjunction with next week's **American Le Mans Series Monterey presented by Patrón** at Mazda Raceway Laguna Seca.

GREEN RACING

The R&D of On-Track Innovation and Fuel Efficiencies

Date: Tuesday, May 18, 2010
Time: 1-2:30 p.m. PT
Location: Club Auto Sport
 521 Charcot Avenue, San Jose, CA 95131

Description: The American Le Mans Series presented by Tequila Patrón, via the support of the U.S. Department of Energy and U.S. Environmental Protection Agency, has emerged as the Global Leader in Green Racing. Not only do all of its race cars compete using alternative fuels and/or powertrains (clean diesel, E85, E10, E10/electric hybrid, isobutanol), but the Series' innovation in technology with domestic and international automobile manufacturers is literally changing the paradigm of motorsports as manufacturers that race in the Series develop fuel efficient technologies for future customer cars. Technical presentations will occur the Tuesday before Round 3 at Mazda Raceway Laguna Seca (May 20-22).

Speakers: **Scot Elkins**, Vice President, Technical Operations, International Motor Sports Association, American Le Mans Series presented by Tequila Patrón
Lee Slezak, Technology Development Manager, Department of Energy
Paul Drayson, Drayson Racing team owner, United Kingdom's Minister of Science and Innovation
Jeff Loch, Founder and CMO of Green Earth Technologies, Inc.
John Doonan, Manager Motorsports Team Development, Mazda North American Operations
Doug Fehan, Program Manager, GM's Corvette Racing

THE FUTURE OF TRANSPORTATION TECHNOLOGY

Presented by Freescale Semiconductor In Concert with Monterey County

Date: Wednesday, May 19, 2010
Time: 1:30-4:30 p.m. PT

Location: Mazda Raceway Laguna Seca
 Red Bull Energy Center
 1021 Monterey Salinas Highway, Monterey, CA 93942

Description: The American Le Mans Series presented by Tequila Patrón in conjunction with Freescale Semiconductors - the official Automotive Technology Solutions Partner of the Series - Monterey County and Mazda Raceway Laguna Seca will be exploring future transportation as it relates to environmentally sustainable technology and innovation.

SPEAKERS

Lee Slezak, Technology Development Manager, Department of Energy
Steve Nelson, Freescale Semiconductor, Vice President of Marketing
Paul Drayson, Drayson Racing team owner, United Kingdom’s Minister of Science and Innovation
Doug Fehan, Program Manager, GM’s Corvette Racing
Robert Davis, Senior VP of Product Development & Quality, Mazda North American Operations

About Freescale Semiconductor

[Freescale Semiconductor](http://www.freescale.com) 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.

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