



High Performance Engineering Conference



Green High Performance and Other Innovative Solutions From The Advanced Engineering Sector

Long Beach, California
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Panellist Biographies

Don Taylor – National Hot Rod Association



Don Taylor is the Senior Director – National Technical Operations for the National Hot Rod Association (NHRA), based in California. In that position he oversees the creation and implementation of rules, and their policing, for over 240 classes and categories of competition. His department also develops the procedures for approval of new cars and components. These responsibilities apply to the complete vehicle: engines, drive trains, electronics, chassis, aerodynamics, and safety.

Previously he held the position of Group Manager, in the General Motors Racing group. There he was responsible for the Program Managers and Engineers in drag racing, sport compact “tuner” racing, drifting, and motorsports safety programs. He also managed the relationships with racing sanctioning bodies and race teams.

Before that, he was in charge of the General Motors’ Chevrolet and Pontiac Division engineering activities in the NASCAR Winston Cup, Busch, and Craftsman Truck Series. Also while at GM, he managed a Strategic Planning group for defining new products at the GM Design Staff.

As an industrial designer, Don worked for Henry Dreyfuss Associates in New York City. He was also a founder of an industrial design firm, Interform, in Silicon Valley.

He began his career working as an engineer and stylist on various production and concept car projects at the Ford Motor Company.

Mr. Taylor holds a BS degree in Mechanical Engineering from the University of Illinois, plus a BFA in Industrial Design from the College for Creative Studies in Detroit. He also has an MBA in Marketing from the University of Michigan.