

## **‘SELLING GREEN – MAKING MONEY!’ THE FUTURE OF RACING AND HIGH-PERFORMANCE**

April 16, 2010, 7:00AM – 5:00PM, Long Beach Convention Center

**ATTENTION!**.....race equipment manufacturers, engineers, product planners, specialty-equipment business owners, sales and marketing executives.....

**MAKE MONEY!**...the talking is over, products are reaching the market and global racing is ‘growing green’ **FAST**. Experienced panelists will explain how they are profiting from this new business and pass on tips for you to do the same..

**CONNECT!**... with international green motorsports and high performance leaders and grow new green networks, discuss and learn how YOU can take advantage of the fast-growing market for green racing and the next-generation of performance products.

Join the MIA and SEMA for “**Selling Green – Making Money - the Future of racing and high performance**”, a one-day, high-profile conference of green racing and performance-industry leaders at the exciting Long Beach Grand Prix. Hear leading business and technical experts explain the profit potential in developing green performance technologies and the booming future for green racing and high performance products

### **Benefits of attending:**

- **Learn how YOU can make money from this new market**
- **New business sales opportunities in racing and the performance aftermarket**
- **Meet, buyers, decision makers, teams, sanctioning bodies, sponsors**
- **Understand customer trends that will bring new business for you**
- **Prepare your business for the future and next generation of high performance**
- **Special race paddock access!**
- **Tech-talks with ALMS and IndyCar teams!**
- **VIP Pit Tours!**
- **Discount Race Weekend Ticket Packages Available!**

### **Leading Industry Panelists include:**

**David Brabham, 2009 American LeMans Series Champion**, will discuss what it takes to race energy efficient vehicles and how racing will play an important role in the growing demand for energy efficient vehicles and products.

**Scott Atherton, CEO American LeMans Series**, will share his vision for the green future of motorsports.

**Les McTaggart, Senior Technical Director, IZOD IndyCar Series**, will reveal the new engines, chassis and look of the 2011 IndyCar Series and the resulting new product opportunities.

**Lord Drayson, UK Minister of Science, team owner and ALMS race driver**, will explain the global energy, science and economic policies that will shape the future of green motorsports and its commercialization.

**Peter Digby, Managing Director, Xtrac**, a leading transmission supplier, will share what has made his company’s venture into green racing so successful.

**Forrest Patterson, Technical Director, Michelin Green-X Challenge**, a leading racing industry supplier, will explain how he’s translated green racing success into consumer product sales.



## **‘SELLING GREEN – MAKING MONEY!’ THE FUTURE OF RACING AND HIGH-PERFORMANCE**

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**Jamie Allison, Director, Ford North America Motorsports**, will tell us all about their '34 Ford Hot Rod with a replacement displacement 400-hp 3.5-liter twin-turbo EcoBoost V-6 that easily rivals a typical hotrod's 302 cubic inch V-8 or even similar sized modern V-8's. Talk about a crate engine!

**Robert Davis, Senior Vice President, Product Development and Quality for Mazda North American Operations**, responsible for the company's North American motorsport programs under the MAZDASPEED Motorsports Development banner including involvement in the American LeMans Series, Grand Am GT, Continental Tire Challenge, Star Mazda Championship, USF2000 Championship, Playboy MX-5 Cup and partnerships with BP, Skip Barber, Mazda Raceway Laguna Seca, and Patrick Dempsey. Robert will discuss how Mazda utilizes motorsports from an R&D perspective and integrates it into their ongoing Sustainable Zoom-Zoom initiative.

**Mike Stewart, Leader, Motorsports Engineering Group, Honeywell Turbo Technologies, Garrett**, will focus on how Garrett's Aftermarket Group is developing specialty-equipment applications to increase fuel efficiency as well as performance and effectively demonstrating that green power and horsepower can coexist.

**Steve Pruitt, Owner, Corsa Motorsports Ginetta-Zytek hybrid ALMS racer**, who owns what *The Wall Street Journal* called "The World's Baddest Hybrid", will tell you all about his vehicle and performance program, and how he's commercializing and selling his innovative kinetic energy recovery system (KERS).

**Eric Cahill, Senior Director, Progressive Automotive X Prize**, will provide attendees an insider's view and update on one of the most innovative competitions designed to showcase and inspire a new generation of viable, safe, affordable and super fuel efficient vehicles that people want to buy .

**Mike Cooperman, Senior Director of Marketing, J.D. Power Web Intelligence**, will discuss the latest market research and major behavioral differences between Green Consumers and the average consumer and how those differences impact the auto industry, This groundbreaking research will focus on the intersection of green consumers and auto enthusiasts and define the size of this market and the messages that resonate with green consumers

### **Additional Features**

**Paddock Passes** – all conference registrant get a free paddock pass which you can use in the afternoon to take in all the sights and experience the excitement of the ALMS and IndyCar Series paddocks

**Tech Talks** – we have arranged dedicated tech talks in the paddock – get up close and personal with select ALMS and IndyCar teams and sponsors. Ask questions, make connections,

**VIP Pit Tours** – we have arranged a number of VIP pit tours – get VIP access to the pits during the afternoon and experience – limited numbers only. Additional fee of \$75. Two tours - limit 15 people per tour.

**Discount race tickets** – we have arranged a special discount for race tickets though the Long Beach Grand Prix – see attached flyer for booking details





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**Lifestyle Expo** – tour the exciting Lifestyle Expo and Green Power Prix View at the convention center – no charge!

### **REGISTER TODAY!**

Conference Fees: \$275 for SEMA/MIA members • \$375 for non-members

For more information please contact:

Jeremy Burne: [Jbftauto@aol.com](mailto:Jbftauto@aol.com)

Tracy Dewhirst: [tracy.dewhirst@the-mia.com](mailto:tracy.dewhirst@the-mia.com)

