



High Performance Engineering Conference



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

Long Beach, California
16 April 2009

Panellist Biographies

Herb Fishel



Herb's current mission: Green Racing

"The world's greatest race today is not Daytona, Indianapolis or even Le Mans. The Great Race of the 21st Century™ is creating sustainable transportation. My mission is to restore the technology link between racing and manufacturers to accelerate development of alternative fuels, emissions control strategies and regenerative energy recovery systems."

Herb is best known for... his leadership as Executive Director of GM Racing.

During his forty year career at General Motors, Herb built a team of industry and academic leaders to conduct racing safety research in the early 1990's during a time of stubborn resistance

Fishel created and built the NASCAR and Corvette racing programs, two of the most successful in the history of the company. Under Herb's leadership, GM won:

- NASCAR: 21 Driver championships, 25 Manufacturer Cups (11 consecutive)
- Indy 500; 12 GM victories
- Class wins in the Baja 1000, Pikes Peak Hill Climb
- Class wins at the 24 Hours of Le Mans and Rolex 24 Hour wins with the Corvette

Along the way...Herb has been honoured and recognised by:

- Hot Rod Magazine Hall of Fame: 100 most influential people (1997)
- Le Mans: The Spirit of Le Mans Award winner (2003)
- SEMA-Specialty Equipment Manufacturing Association Hall of Fame (2005)
- NC State College of Engineering Distinguished Alumni (2005)
- Indy 500- Celebrity pace car driver of the 87th Indy 500 (2003)
- NSRA-National Street Rod Association Industry Appreciation Award (1995)
- Racer Magazine: One of the dozen most influential people in racing (1996-1999)

What shaped the dream in the early days?

- Listening to the Indy 500 on the radio
- Reading local newspapers, Hot Rod magazines in church
- Attending local short track, Bowman Gray Stadium with Uncle Bill

What ideas emerged?

- Automobile racing should be important to the automotive industry
- The four most important events were the Indy 500, the Daytona 500, the 24 Hours of Le Mans and the Italian Millie Miglia

Fulfilling the dream

In 2001, GM won the Indy 500, Daytona 500, Class win at Le Mans, overall win at the Rolex 24. The same year, Herb and his wife Sandy competed in the Millie Miglia.