



## **CEO OF AUTONATION TO GIVE KEYNOTE ADDRESS AT GREEN MOTORSPORTS CONFERENCE**

Detroit, Mich: February 24, 2009. Mike Jackson, chairman and chief executive officer of AutoNation, America's largest automotive retailer, will address the motorsports and aftermarket industry at a special energy efficiency themed conference, organized by the Motorsport Industry Association (MIA) with support from UK Trade and Investment.

Held in association with the Toyota Grand Prix of Long Beach and the Specialty Equipment Market Association (SEMA), "The Race Goes Green" conference will bring together senior executives from the racing industry and performance aftermarket. They will discuss how they can accelerate the development of energy efficiency vehicles, and promote new technologies to consumers, through motorsports. The event is also expected will to draw interest from the aerospace, defense and new energy sectors.

Mr. Jackson is a vocal advocate of a reformed and comprehensive energy policy that includes the consideration of a gas tax to generate revenue for innovation while reducing the number of miles driven. He also champions flex fuels and has become a leading voice for the development of cleaner, more efficient vehicles, notably plug-in hybrids.

British Consul-General Bob Peirce, who will participate in the conference, welcomes it as "bringing together two things in which the UK excels, motor sport and cleantech. It gives new meaning to the phrase 'British Racing Green'."

As the voice of the motor racing industry, the MIA promotes the broader adoption of energy-efficient technologies in motorsports which will lead to shorter test and development cycles for these new technologies. Success in motorsports creates a positive image for green technologies amongst consumers. Motorsports is a well proven, intensive and high profile proving ground for some of the world's leading mass-market car manufacturers, and can play a crucial role in developing and promoting green technologies for the global arena.

"The Race Goes Green" conference will take place April 16 at the Long Beach Convention Center.

For more information:

**About UK Trade and Investment**  
**Add UKTI info / PPA contact info here**

**About the Motorsport Industry Association**

The MIA is a global network of companies involved in the business of motorsports. MIA members represent the broad spectrum of the racing industry, including race teams, sanctioning bodies, engineering suppliers, educators, trade media and service providers.

For additional information, please visit [www.the-mia.com](http://www.the-mia.com)

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**About AutoNation, Inc.**

AutoNation, Inc., headquartered in Fort Lauderdale, Fla., is America's largest automotive retailer. A component of the Standard and Poor's 500 Index, AutoNation owns and operates 313 new vehicle franchises in 15 states. For additional information, please visit <http://corp.AutoNation.com> or [www.AutoNation.com](http://www.AutoNation.com), where more than 80,000 vehicles are available for sale

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