

**PEUGEOT, PORSCHE MICHELIN® GREEN X® CHALLENGE WINNERS
AT SEBRING**

Diesel Peugeot and E85 fuelled Flying Lizard Porsche

SEBRING, FL (March 20, 2010) – The longest race of the 2010 America Le Mans Series season, the 12 Hours of Sebring provided the perfect venue for Peugeot Sport to score a convincing double win, taking first and second place honors in both America's iconic sports car endurance race and in the MICHELIN® GREEN X® Challenge Prototype category.

The victory for the Peugeot 908 HDI FAP turbo-diesel powered cars makes Peugeot Sport the sixth manufacturer and second diesel fueled car to claim victory in America's premier environmental motorsports competition in eleven races. While the #07 car of Marc Gene, Alexander Wurz and Anthony Davidson took on track honors, their teammates Pedro Lamy, Sebastien Bourdais, and Nic Minassian reversed the order in the MICHELIN® GREEN X® Challenge.

“We are very pleased to demonstrate the efficiency of Peugeot HDI technology both in the race and in the MICHELIN® GREEN X® Challenge. The HDI technology used in our race cars is the same technology we use in our standard production cars,” said Peugeot's Jean Claude Lefebvre. “Our Peugeot Sport engineers exchange information directly with our production engineers.”

PORSCHE WIN STREAK CONTINUES

Continuing an impressive E85 fuelled run of success that carried them to the 2009 MICHELIN® GREEN X® Challenge GT Championship, the #44 Flying Lizard Porsche of Seth Neiman, Darren Law and Richard Leitz opened the second season of competition by claiming the GT honors at Sebring, besting their teammates to lead a Porsche 1-2 finish.

ABOUT THE MICHELIN® GREEN X® CHALLENGE

Developed in cooperation with the U.S. Department of Energy, the U.S. Environmental Protection Agency and SAE International to accelerate the development of alternative fuels and new technologies, the MICHELIN® GREEN X® Challenge is a race within the race at all 2010 American Le Mans Series events.

All ALMS entries compete with E10 ethanol blended gasoline; E85R gasoline blended ethanol, GTL (natural gas to liquid) biodiesel, E10-electric hybrid power or Iso-butanol gasoline.

Teams win by delivering the best overall performance, fuel efficiency, and smallest environmental impact throughout the race. Using a formula developed by the Argonne National Labs that includes over 30 different factors. The American Le Mans Series is the only series currently recognized as “Green Racing” by the U. S. Department of Energy; U.S. Environmental Protection Agency and SAE International.

The MICHELIN® GREEN X® Challenge trophies are presented to the respective Prototype and GT winners. The bases for the unique MICHELIN® GREEN X® Challenge trophies are made of rubber recycled from MICHELIN® GREEN X® labeled consumer tires.

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ABOUT MICHELIN® GREEN X® TIRES

MICHELIN® GREEN X® labeled consumer tires are optimized for fuel economy by reducing their rolling resistance and weight without compromising other key performance factors such as traction, grip and tread wear. Each tire is marked with Michelin's "GREEN X®" symbol on the sidewall, indicating to consumers a level of increased fuel-efficiency and reduced CO₂ emissions.

For nearly 20 years, Michelin has been dedicated to the research and development of energy-efficient tires and now, a complete line of fuel-efficient tires is available to fit the most immediate consumer needs.

Dedicated to the improvement of sustainable mobility, Michelin (www.michelin.com) designs, manufactures and sells tires for every type of vehicle, including airplanes, automobiles, bicycles, earthmovers, farm equipment, heavy duty trucks, motorcycles and the space shuttle. The company also publishes travel guides, maps and atlases covering Europe, Asia, Africa and North America. Headquartered in Greenville, S.C., Michelin North America employs approximately 21,500 and operates 18 major manufacturing plants in 16 locations.

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