



3rd European Cleaner Racing Conference at Autosport International



Winning Real Value from Energy Efficiency in Motorsport

Concourse Suites 1 and 2 – opposite Hall 8
NEC, Birmingham
Wednesday 7th January 2009

Programme Timetable

From 09:00	Registration and Refreshments – view showcase demonstrations	
10:00	Opening Address, welcome and introductions	<ul style="list-style-type: none"> • Chris Aylett, CEO MIA
10:15	<p>Panel 1 – Motorsport and the wider environmental impact</p> <p>How can motorsport work with the automotive industry to mutual benefit in regard to environmental impact? How will motorsport rise to the challenge which energy efficiency delivers – and benefit? Has motorsport a wider role in raising consumer awareness? Does our industry have to compromise entertainment or competition?</p>	<ul style="list-style-type: none"> • Jonathan Neale, Managing Director, McLaren F1 • Richard Parry-Jones CBE, Chair NAIGT (BERR) • Peter Wright, FIA
11:15	Break	
11.45	<p>Panel 2– How your business can gain from energy efficiency</p> <p>What value is corporate social responsibility to sponsors? How will motorsport commercially exploit hybrid development? What new entertainment could arise? Can we attract new technical partners, sponsors or audiences? Can motorsport and energy efficiency co-exist? Will hybrids gain wider acceptance through motorsport?</p>	<ul style="list-style-type: none"> • Ian Foley, MD, Williams Hybrid Power • Nick Fry, CEO, Honda F1 • Don Taylor, Senior Director NHRA (USA)
12.45	<p>Keynote Interview</p> <p>Rt Hon The Lord Drayson Minister of State for Science and Innovation</p> <p>The value of motorsport to Science and Innovation in the UK</p>	
13.15	Networking Lunch and tour of showcase demonstrators	



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- 14.30 **Panel 3 – Energy efficiency and increased performance – how will these demands affect future powertrains?**
- Will motorsport adapt to satisfy energy demands and still deliver power and performance? What is the technical direction of the powertrain in the automotive industry over the next decade? How will this affect entertainment, competition and the motorsport industry? What new trends will evolve in fuels, energy restrictions and regulations?
- Ulrich Baretzky, Head of Engine Technology, Audi Sport
 - Nick Hayes, formerly RCR (USA) / Cosworth Racing (UK)
 - Jamie Turner, Chief Engineer for Powertrain Research, Lotus
- 15:30 Break
- 16:00 **Panel 4 – Entertainment and energy efficiency – how will motorsport satisfy both demands?**
- How can entertainment be improved as well as energy efficiency? What value are hybrids to F1 and motorsport generally? Will energy efficiency attract new partners to motorsport? What is media reaction to energy efficiency in motorsport? What is next step to grow F1 and wider motorsport? Where will new business for motorsport be created?
- Alan Gow, BTCC Series Director and Chairman of MSA
 - Fred Nation, Vice President, Indianapolis Motor Speedway and Indy Racing League
 - Dr Pat Symonds, Executive Director of Engineering, Renault F1
- 17:00 – 17.30 Closing remarks and summary
- Chris Aylett – CEO MIA

Do please visit www.the-mia.com to see the full programme of value added activities arranged by the MIA at Autosport International to which you will be very welcome.



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24/12/08