



4th European Cleaner Racing Conference at Autosport International



**“The Race has gone Green”
Low Carbon & Electric Vehicles in Motorsport**

**Concourse Suites 1 and 2 – opposite Hall 8
NEC, Birmingham
Wednesday 13th January 2010**

Programme Timetable

From 09:00	Registration and Refreshments An opportunity to view the fifteen showcase exhibits, which demonstrate some of the latest initiatives which connect low-carbon and energy efficiency in motorsport
09:45	Opening and welcome – Chris Aylett, CEO of the Motorsport Industry Association
10:00	Welcome and Keynote speech Rt Hon Lord Drayson, Minister of State for Science and Innovation and Minister for Defence
10:15	Panel 1 – The impact of governance on “green-racing” opportunities Panellists: Lord Drayson, Graham Stoker, Don Taylor <ul style="list-style-type: none">• Can national / sporting governance encourage business in energy efficient motorsport?• How can they “kick-start” more successful business growth?• What challenges exist in other countries – are we keeping up or falling behind?
11.00	World launch of eCRP 1.0, the next generation of eSuperbike – by Rt Hon the Lord Drayson CRP Racing of Modena, Italy, show the best of Italian design and style on this “pure” racing bike, which will race in TTxGP 2010.
11:15	Refreshment break – and showcase visits
11.45	Panel 2 – What has motorsport still to learn to gain maximum commercial advantage? Panellists: Nick Wirth, Dr Celso Duarte, Adrian Moore <ul style="list-style-type: none">• Is motorsport being radical enough in energy efficiency – is there more we can do?• What can we learn from Brazil?• What business opportunities, in other sectors, are there remaining to be developed?
12.30	Networking Lunch and tour of showcase demonstrators

Media Partners:



14.00 **Panel 3 – Look into the future – are we heading in the right direction?**

Panellists: Dr Steve Maggs, Ulrich Baretzky, Azhar Hussain

- Can we improve our connection with mainstream automotive – how?
- Are we open to new sectors and business ideas or are there barriers?
- Can we accelerate business growth through “green racing”– how?

14.45 Refreshment break – and showcase visits

15:15 **Panel 4 – What new business opportunities will develop in the next few years?**

Panellists: Ian Foley, Jon Hilton, Simon Dowson

- What happened to KERS in motorsport – a success or not?
- Can Government help and if so, in what way?
- Has motorsport activity helped open up new business opportunities – is there more to come?

16:00 – 16:15 Open Forum – audience and panellists free discussion

16.15 Closing summary and thanks by Chris Aylett, - MIA CEO

16:30 – 18:30 **International Welcome Reception**

Networking opportunity with all Autosport International show guests, supported by UK Trade & Investment

The Panellists are:

- **Rt Hon Lord Drayson** - Minister of State for Science and Innovation and Minister for Defence
- **Graham Stoker** - FIA Deputy President for Motorsport
- **Ulrich Baretzky** - Head of Engine Technology at Audi Sport
- **Simon Dowson** - Managing Director of Delta Motorsport
- **Azhar Hussain** - TTxGP founder, the world's first zero emissions race
- **Nick Wirth** - Technical Director of Wirth Research / Virgin Racing F1
- **Ian Foley** - Managing Director of Williams Hybrid Power
- **Adrian Moore** - Technical Director of Xtrac
- **Don Taylor** - Progressive Automotive X-Prize USA
- **Celso Duarte** - Advanced Engineering and Motorsport, Ford Brazil
- **Jon Hilton** - Managing Partner of Flybrid Systems
- **Dr. Steve Maggs** - Senior Teaching Fellow, Warwick Manufacturing Group

The conference will be facilitated by **Chris Aylett, CEO of the MIA**

Please visit www.the-mia.com to see our full programme of value added activities at Autosport International to which you will be very welcome.