



Rt Hon Lord Drayson

Managing Partner, Drayson Motor Racing LLP
Honorary President of the Motorsport Industry Association

Born in 1960, Paul Rudd Drayson was educated at St. Dunstan's College, London and Aston University. In 1982 he took a BSc (Hons) in Production Engineering at Aston sponsored by BL Cars at Longbridge, followed in 1985 by a PhD in Robotics. He was awarded an Honorary DSc in 2007.

In 1993 he co-founded PowderJect Pharmaceuticals plc, in Oxford and was Chairman and Chief Executive. He floated PowderJect on the London Stock Exchange in 1999. Over ten years he built PowderJect into one of the world's leading vaccine companies with operations in the UK, USA and Scandinavia selling it for £540 million in 2003.

Between 2001 and 2002, he was the Chairman of the BioIndustry Association and was active in the industry's campaign to tackle animal rights extremism. He was Chairman of the Fundraising Campaign to build a new Children's Hospital in Oxford from 2002-2005 and the new Children's Hospital at the John Radcliffe in Oxford was officially opened by Her Majesty the Queen in 2008. From 2003-2005, he was Science Entrepreneur-in-Residence at the Said Business School, Oxford University involved in the teaching of entrepreneurship to MBA students.

He was made a working Peer in the UK Parliament's House of Lords in May 2004 and was appointed as Minister for Defence Procurement and as Government Spokesman for Defence in the House of Lords in May 2005. In June 2007 he was appointed as Minister of State for Business and Regulatory Reform in addition to his responsibilities in defence and was made a member of the Prime Minister's Business Council.

In 2004 Paul started motor racing. In 2007 he competed in the British GT sportscar championship, racing a unique bio-ethanol fuelled Aston Martin DBRS9, achieving a historic first win for a bio-fuelled race car, and coming second overall in the championship. In November 2007 he took a leave of absence from the Government to compete in the American Le Mans Series in the United States, a key step towards his goal of racing in the Le Mans 24 Hour endurance race.

Paul returned to the British government in October 2008 as Minister of State for Science and Innovation and Minister of State for Defence Acquisition Reform with responsibility for the UK's science research budget, defence science & technology budget, innovation policy and space programme. He attended the Cabinet and was a member of the National Economic Committee. He was appointed to Her Majesty's Privy Council in November 2008.

Paul achieved his ambition of racing in the Le Mans 24 hours in 2009 and 2010, coming 3rd overall in the 2010 Intercontinental Le Mans Championship. Following the change of government in May 2010 Paul has returned to the back-benches in the House of Lords and his previous career as a science entrepreneur.

Paul is Managing Partner of Drayson Motor Racing, a business formed by Paul and Elspeth Drayson to develop and promote green technology in motorsport. Paul is married to Elspeth; they have five children and live in Gloucestershire and London, UK.

www.draysonracing.com



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Simon Dowson

Managing Director

Delta Motorsport

Delta Motorsport has a deep-rooted background in motorsport . It is this depth of knowledge and experience that sets the company apart from so many other engineering consultancies. The complexity of design engineering applied in this ultra-competitive industry is transferred to other areas, where cutting edge and advanced technologies are critical to performance, both within the automotive sector and outside of it.

Delta Motorsport offers consultancy services which range from single component design and development, through to complete concept and finished product programmes. A multi-discipline skill set encompasses full vehicle design, styling design, component/systems design, mechanical and electronic systems development programmes, aerodynamic consultancy and full project management.

The company prides itself on its ability to deliver the highest quality programmes and projects, within budget and on time. Drawing together the best individuals and matching their skills with the programme allows us to provide this broad range of engineering disciplines, integrating them seamlessly and completing projects to the highest standards.

Headed by Simon Dowson and Nick Carpenter, Delta Motorsport has established itself as one of the leading consultancies in its field. Today the company works on a number of confidential projects for Formula One manufacturers and major automotive companies,

Delta has recently completed a contract by the FIA Institute to study vehicle safety in endurance racing and supplies engineering consultancy to two different race series. In addition to these programmes, the company has developed its own Ultra Low Energy Vehicle, with the assistance of a research and development grant from the East Midlands Development Agency and funding from the Technology Strategy Board. Delta will have five of its High Performance Electric Vehicle the E4-Coupe on the streets from February 2011.

www.delta-motorsport.com



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Dr. Klaus Boettcher
Vice-President Motorsport,
Bosch Engineering GmbH

Bosch Motorsport Service is part of the Bosch Engineering GmbH subsidiary which specialises in engineering services.

In the 125th anniversary year for the company, Robert Bosch Ltd can look back over a long association with motorsport. Our winning streak started in 1903 at the Gordon Bennett race, with the 60-hp Mercedes Benz race car equipped with a Bosch low voltage magneto ignition.

Bosch Motorsport Service develops and manufactures systems and components for use in motorsports. The Bosch specialists deliver a portfolio of products for complete racing series and individual teams.

The comprehensive product range is available for a variety of automobile and motorcycle applications. Customers benefit from the Bosch Group's systems integration expertise and technical knowledge from one of the world's leading automotive suppliers.

Bosch Motorsport modifies mass produced components to motorsport conditions.

Recent examples include the innovative development of gasoline direct injection and common -rail diesel direct injection for motorsport applications. Engine control units, dashboard instruments and data loggers are also available from Bosch Motorsport. Working with our motorsport customers our experts fully analyse the technical requirements and create tailored optimum hardware and software solutions.

Further information can be accessed at www.bosch-motorsport.com



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Dr. Daniel Armbruster

**Motorsport Development Manager and team leader of
Porsche 911 GT3 R Hybrid**

Porsche AG

- Since 2009 Project Manager GT3 R Hybrid
- Since 2007 Head of Motorsport Development - Systems, (Electrical / electronics, hydraulics, pneumatics)
- 2005 - 2007 Company Quality
- 2004 - 2005 Project Manager, Electronics for a Chinese customer
- 2003 - 2005 Project Manager, Electronics for the Carrera GT
- 2000 - 2003 Dr. Ing h.c. F. Porsche AG, Team manager for lighting and wiper system in the project Carrera GT
- 1996 - 1999 Hella KG - Hueck & Co., graduated as "Doctor Engineer"

www.porsche.de



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Ulrich Baretzky

Head of Technology

Audi Sport

Ulrich was born in 1954 in Straubing, Bavaria and studied Mechanical Engineering at the University of Munich. He began his career as a Design Engineer with BMW Motorsport and then moved to Audi as head of Race Engine Design in 1986.

He led projects in Trans-Am, IMSA GTO, DTM, ITC and in 1993, became the Head of Race & Special Engine Development at Audi Sport.

His projects at Audi Sport include Supertouring, Audi Le Mans, (victories in 2000, 2001, 2002, 2004, 2005, 2006, 2007, 2008, 2010), Bentley Le Mans, (victory in 2003), ALMS, LMES, DTM and STCC.

In 2002, he was made the Coordinator of Race Engines within the VW Group and has led the Skoda WRC, SEAT ETCC, WTCC Lamborghini GT and F3 projects.

Ulrich Baretzky is married to Brigitte and has two sons.

www.audi.de





Ben Bowlby

Technical Director

**Chip Ganassi Racing Teams and
Concept Originator of the DeltaWing Car (USA)**

Ben's passion for cars began early — at age 16 he built his own 2-seat road car and followed it up by building a race car just three years later. His enthusiasm led him to drive his own race cars in the UK for six years, during which he completed his BSc Honors degree in Mechanical Engineering.

Ben joined Lola Cars in 1991 and went on to become Chief Designer of the company. During his time at Lola, he designed Champ Cars, European and Nippon F3000, SR1, SR2, LMP 675 sports cars and BTCC touring cars.

In 2003, Ben joined Chip Ganassi Racing as Technical Director where he worked on the development of the team's IndyCars, Grand Am prototypes and NASCAR cars as well as developing a unique full-scale straight-line aerodynamic test facility.

Ben began working on the DeltaWing concept in January 2009 focused on the IndyCar change opportunity.

www.ganassi.com





DAVID RICHARDS C.B.E

Chairman and Chief Executive, Prodrive Group

Chairman, Aston Martin

After studying accountancy, David became a professional rally co-driver, competing for the factory Leyland, Opel and Ford teams. While with Ford, he co-drove Ari Vatanen to victory in the British and Scandinavian championships, and finished his competition career by winning the World Rally Championship with Vatanen in 1981.

Following this title, David devoted his time to developing his business interests, which led to the formation of his own rally team and the creation of Prodrive in 1984. The company established its headquarters in Banbury, Oxfordshire, where, under David's direction, it has grown into a world leading motorsport and automotive technology business, with operations on three continents and employing more than 500 staff with annual sales of £100 million.

Since 1984, Prodrive has won six World Rally titles with Subaru; five British Touring Car championships with BMW, Alfa Romeo and Ford; and class wins at Le Mans with Ferrari in 2003 and Aston Martin in 2007 and 2008, as well as the Le Mans Series in 2009. In 2004, the BAR Honda F1 team, managed by Prodrive, finished runners up in the F1 Constructors' Championship. Today, Prodrive is overseeing MINI's entry to the World Rally Championship in 2011; Aston Martin's sports car racing programme, as well as the Ford Performance Racing team in Australia. In addition to its motorsport programmes, Prodrive also undertakes a wide range of innovative technology projects for the automotive, aerospace, marine and defence industries.

In 2007, David led a consortium that purchased Aston Martin from Ford, resulting in David being appointed Chairman of this iconic British sports car manufacturer.

David sits on the advisory boards of the Warwick Business School and Cranfield School of Management, and is a member of Coventry University Entrepreneurs' Fund. He is a trustee of the British Racing Drivers' Club Benevolent Fund; vice president of BEN and Greenpower; and a director of the British Motor Industry Heritage Trust.

In the 2005 New Years' honours, he was made a Commander of the British Empire, CBE, for his services to motorsport.

David lives in Warwickshire and is married to Karen with three children

www.prodrive.com

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Nick Fry

CEO, Mercedes Petronas GP

Nick Fry began his career with the Ford Motor Company in 1977 as a graduate trainee after gaining a degree in Economics from the University of Wales.

Over the next 24 years he held a variety of positions within Ford in Product Development, Marketing, Manufacturing and at Aston Martin where he was Managing Director. Nick worked with Ford in the UK, Detroit, USA, and Cologne, Germany where he spent his final two years with the company as Product Planning and Business Director for Ford Europe.

In January 2001, Nick joined Prodrive in the role of Managing Director where he was responsible for leading Prodrive's expansion into outsourced engineering services as well as maintaining the company's position in premier division motorsport. During this time, the team won the World Rally Championship twice with client Subaru, the GT Sports Car Class at Le Mans with Ferrari, Saloon Car Races with Ford in Australia as well as numerous other events. Nick also took on the responsibility of Managing Director of the BAR Honda Formula One Team as part of a Prodrive management agreement to restructure the team.

Instrumental in negotiating Honda's subsequent purchase of the team, Nick became CEO of the Honda Racing F1 Team in 2005. He was at the helm for the team's first victory at the Hungarian Grand Prix in August 2006 and remained in his position as Chief Executive following the transfer of ownership from Honda and the creation of the Brawn GP Formula One Team in March 2009.

Brawn GP with engine partners Mercedes-Benz went on to achieve eight Grand Prix victories in the 2009 Formula One season, winning the Constructors' Championship and the Drivers' Championship with Jenson Button.

For 2010, Nick continues in his role as Chief Executive Officer for MERCEDES GP PETRONAS, in addition to being a shareholder of the team and a Board Member of Mercedes GP Ltd.

www.Mercedes-GP.com



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Alistair Fergusson

Managing Director

Alcon Components Ltd

Alistair is Managing Director of Alcon, a UK-based business that designs and manufactures specialist brakes and clutches.

He was elected as Chairman of the MIA in 2009

A graduate chartered mechanical engineer; he started his career in automotive powertrain design before joining Shell's lubricants business where he undertook both technical and commercial roles. After a short spell with a mobile power generation company he joined Alcon in 1997.

Alcon has been supplying brakes and clutches to top-flight teams in international motorsport for over 25 years. Over the past decade the company has broadened its scope and now exploits its intellectual property and rapid engineering ability in both automotive and defence sectors.

Most recently Alcon has become involved in projects covering a wide spectrum of road vehicle types, but all focussed on the application of alternative or hybrid propulsion systems, and other innovations, to reduce the environmental impact of tomorrow's road vehicles.

www.alcon.co.uk



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Ian Foley
Managing Director,
Williams Hybrid Power

Ian Foley obtained a first degree in Electronics at Coventry Polytechnic, and an MSc in Control Systems at Cranfield University. Following Cranfield, Ian joined Lotus Engineering working on Active Suspension development.

In 1991 Ian followed Peter Wright to Team Lotus, eventually heading up the R&D department, and continuing the suspension development work on the F1 programme. This led to Team Lotus successfully racing the Active Suspension system on the 1993 F1 car.

Following the decision to ban active systems from F1, Ian set up his own consultancy developing control systems, including a patented power control system for the UK signalling system power supplies, which is installed at various locations on the rail network, including Britain's busiest railway station, Clapham Junction.

In 2006, Ian founded Automotive Hybrid power to develop high speed composite electrically driven flywheels for automotive applications, initially concentrating on a system for the Williams Formula 1 team. Williams acquired a minority equity stake in the company in 2008, and the company was renamed Williams Hybrid Power.

Following the successful development of the F1 unit, the company is now exploiting the technology in other automotive and Mass Transit markets.

www.williamshybridpower.com



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Alan Gow

President of the FIA Touring Car Commission

Chairman of the Motor Sports Association

Director of the British Touring Car Championships

A lifelong entrant and driver in Australian motorsport with diverse business interests in Melbourne businesses. Alan became Partner/Managing Director/Team Principal of (the late) Peter Brock's famous Australian racing team. One of the founders of TEGA, the Australian Touring Car Entrants Group, still the administrators / rights-holders of the Australian V8Supercar Championship.

Alan sold most of his business interests and moved to the UK in 1990. In 1992 he formed TOCA Ltd and acquired the rights to the British Touring Car Championship (BTCC). He built the championship into the largest of its type in the world and one of the most widely watched motorsport series around the globe.

In 2000 he sold TOCA to 'Octagon Motorsport' (part of the Interpublic Group) and took a 'sabbatical' from managing the BTCC, but retaining and licensing the use of the TOCA name for interactive gaming. The 'TOCA' series of racing games established itself as one of the biggest selling titles of its genre.

During 2003 Octagon began relinquishing its UK motorsport investments and attracted Alan to return as Series Director of the BTCC, after it had floundered under the direction of the previous management.

In 2005 a new company (BARC TOCA Limited) was formed by the British Automobile Racing Club to take-over and administer the sporting and commercial rights of the BTCC. Alan was appointed Managing Director and continues to manage and build the championship to its full potential. In 2002, Alan was elected to the Board of the MSA (Motor Sports Association - the governing-body of UK motorsport) and in 2006 he was appointed Chairman of the Board and Chairman of International Motorsports Ltd (IMS) - organisers of the F1 British Grand Prix and Rally of Great Britain.

In 2010 Alan was elected as President of the FIA Touring Car Commission - delegated to oversee Touring Car racing on a global FIA-regulated basis. He was also elected as a main-board Director of the Royal Automobile Club.

Alan manages of Australian Champion race driver James Courtney and co-owns an agricultural company in Victoria (Australia) which breeds and farms fine-quality Merino sheep as well as wheat and corn crops.

He has continues to serve on various motorsport-related committees, including the Motorsport Industry Association.

Alan is 55 years old, married with four children and lives in Cobham, Surrey.

He holds an MSA race licence and competes in some club-level endurance races - albeit very irregularly, when time permits. He has held a pilots licence since 1979 and, throughout the late 70's/early 80's, competed at international level in competition water-skiing.

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Tony Harper

Head of Research and Advanced Engineering,

Jaguar Land Rover

Tony Harper is head of Research and Advanced Systems Engineering for Jaguar and LandRover.

Tony joined Jaguar as a Graduate Engineer in 1986 after completing an honours degree in Aeronautical Engineering at Imperial College London.

Tony spent his early career at Jaguar developing airbags and active chassis systems at a time when these technologies were in their infancy. In the early 1990's, Tony was selected as part of a small team to pioneer the development and use of Knowledge Based Engineering systems, using rule-based code to automate and highly accelerate the engineering process.

During this time Jaguar became one of the world leaders in this field and Tony went on to head up the team and later took responsibility for all of Jaguar's Computer Aided Design activities.

In 1999, Tony was appointed Head of the Jaguar Vehicle Engineering team responsible for Concept Design, Packaging, Aerodynamics and Vehicle Computer Aided Engineering. Tony held this post during the development of the current XK and previous XJ product ranges.

After a period of secondment to Ford's European Operations to develop synergies between Ford, Volvo, Jaguar and LandRover, Tony returned to the now combined Jaguar LandRover Product Development Operations to head up the Research and Advanced group in 2006.

He is an honorary fellow of the University of Warwick, an elected member of the UK Automotive Council Technology group and sits on numerous advisory councils.

www.jaguarlandrover.com



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Richard Parry- Jones CBE

Industry Chair of the Automotive Council

Richard is an automotive engineering leader who worked for the Ford Motor Company for 38 years between 1969 and 2007.

Until his retirement from Ford in 2007, he spent nearly ten years as Group Vice-President in charge of R&D for all of Ford and its subsidiary companies worldwide, leading a staff of 30,000 professionals in a network of Product Development centres in 15 countries. He was also the Company's Chief Technical Officer for the last 8 years.

During his career at Ford he has lived and worked in many countries outside the UK, including 7 years in the US and 5 years in Germany. He was responsible for developing all the Ford Europe cars launched between 1993 and 2008, and for many Jaguar, Land Rover, Aston Martin and Volvo products.

He served as the Chairman of the Ford Global Product Committee for 10 years, and as Chairman of the Supervisory Board for Ford Germany, and was Chairman of the Mazda Advisory Board for many years.

His contribution has been recognized externally in numerous ways, including 8 products winning major Car of the Year awards. He was named Man of the Year in 1994 by the top British publication Autocar and in 1997 by the U.S. magazine Automobile. In 2001 he received the Golden Gear Award for outstanding automotive achievement from the Washington Automotive Press Association. In 2006 he was awarded a special award by Autocar magazine for his career contribution to the industry.

He has firsthand knowledge of many forms of Motorsport, including, at various times in his career, having responsibility for the World Rally Program at Ford, including the outsourcing of the contract to MSport in 1997, and having responsibility, in the early part of this decade, for Ford's Motorsport activities worldwide including the group comprising Pi Technologies, Cosworth Racing and Jaguar Racing in Formula One.

Richard holds a 1st Class Honours degree in Mechanical Engineering, and has been a visiting Professor at The University of Loughborough for eight years. He is an elected fellow of both the Royal Academy of Engineers and the Institution of Mechanical Engineers. In 1995 he was awarded an honorary doctorate by Loughborough University in recognition of his outstanding contributions to the motor industry and engineering education and training. In 2006 he was awarded an honorary Doctorate by Cranfield University for his work in engineering methods development.

In 2005 he was awarded a CBE in The Queen's New Year honours list for services to the automobile industry.

Richard is now working on a variety of projects, having formed an engineering consultancy company with a blue chip client portfolio. He holds a number of non-executive directorships, and works on governance with several Universities (Loughborough, Cambridge, Warwick Business School)

He chairs the Welsh Assembly Government Advisory Group for developing policy on Economic Growth, Transport and Energy, and was recently Chair of Automotive Industry Growth Team for the U K Government.

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Adrian Moore

Technical Director

Xtrac

Adrian was a sponsored Rolls Royce undergraduate and graduate student who joined Xtrac as a Design Engineer in 1992.

He subsequently joined Ferrari Design & Development working primarily on transmission, suspension and steering systems for the Formula 1 cars for the 1996 and 1997 seasons.

Adrian then joined McLaren International working primarily on suspension systems for the World Championship winning Formula 1 cars for the 1997 through 1999 seasons.

Returning to Xtrac as Chief Engineer, Adrian oversaw Xtrac's product expansion into more 'one make' markets and the focus on technology development to meet the changing needs of the industry.

He was appointed Technical Director in 2002 with technical responsibility for the business and has managed the changing technical requirements brought about by Motorsport cost reductions and Xtrac's growth in the Automotive and Engineering sectors.

Adrian was elected as a Fellow of the Institution of Mechanical Engineers in 2009.

Adrian is married with two Daughters. His hobbies include marathon running, mountain biking, dinghy sailing and classic cars.

www.xtrac.com





Jonathan Neale

Managing Director

McLaren Racing

Jonathan Neale, born 19th August 1962, graduated from Nottingham University with a physics degree in 1984, and joined Phillips Defence Systems shortly after.

This technical-based role saw Jonathan's work focus on semi conductor design, software and electronic warfare systems for submarines and surface ships.

In 1991 Jonathan moved to BAE SYSTEMS as a Project Design Engineer on turboprop aircraft, and his managerial capabilities soon saw his role develop within the company.

In 1995 he gained a Masters Degree from Manchester University (MBA) and was promoted to Operations and Support Director for Regional Jets and by 1999 Jonathan had moved to the defence programme to take charge, as Managing Director, of the prestigious Hawk Fast Jet Programme.

Jonathan joined McLaren Racing, as Operations Director in 2001 taking on responsibility for the manufacturing processes, supply chain, transport and logistics and purchasing at the company.

In April 2004, Jonathan was appointed Managing Director, which increased his responsibilities to include the engineering departments, enabling him to become more involved in the technical strategy and direction of McLaren Racing.

www.mclaren.com



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Pat Symonds,

Independent consultant

Former Executive Director of Engineering Renault F1

Pat began his career in automotive engineering as an undergraduate apprentice at the Ford Motor Company. His first job in motor racing came in 1976 when he joined Formula Ford Manufacturer Hawke as Chief Designer.

This first season included a 1-2-3 finish for the make at the prestigious Formula Ford Festival at Brands Hatch.

In 1978 Symonds joined rivals Royale as Chief Designer replacing Rory Byrne. His cars set records for the most number of wins in season and won countless Championships worldwide. He left Royale for Toleman, then a Formula 2 team and after winning the F2 championship in 1980, Toleman announced plans to enter F1 in 1981. By 1982 Symonds was working for the F1 team, responsible for the race engineering and age 29 Symonds found himself running the team and race engineer to Ayrton Senna amongst others.

Symonds retained responsibility for race engineering through the transition from Toleman to Benetton. From 1986 to 1991 Benetton scored 5 race wins and twice finished third in the World Championship. In 1991 he departed the team to join Reynard's nascent F1 Operation This project never got off the ground so he returned to Benetton to be race engineer to Michael Schumacher, whilst also looking after R & D.

The subsequent seasons were the most successful in Benetton's history and Symonds engineered Schumacher to two first World Championships. Following the departure of Schumacher to Ferrari for the 1996 season, and Ross Brawn's similar move, Symonds was promoted to Technical Director at Benetton.

Benetton was purchased by Renault in March 2000 and Symonds continued in the role of Technical Director until late 2000. He then moved to a new role of Executive Director of Engineering, assuming responsibility for all track-side engineering with the team and representing the team in all liaisons with the FIA. In this role he helped guide the Renault F1 team's progress to the front of the field, culminating in double World Championship victory in 2005/6.

In late 2009, he left Renault and set up Neutrino Dynamics, a consultancy with a broad spectrum of capabilities from engineering through team building. While retaining a motor sport focus, Neutrino Dynamics is active in other branches of engineering and management consultancy including the application of lessons learnt in Formula One and how they may be applied in other fields particularly with regard to innovation, communication and rapid development.

www.neutrino-dynamics.com



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Don Taylor

Eclipse Management USA

Don Taylor is a consultant in the automotive performance and racing industry, specializing in strategy and program management.

His very original, 'outside the box' visionary, thinking is based on substantial hands-on experience of linking mainstream auto to valuable motorsports programs.

Don holds BS in Mechanical Engineering from the University of Illinois, an MFA in Industrial Design from the College for Creative Studies, and an MBA from the University of Michigan.

He was until recently engaged as Senior Advisor - Competition Rules, for the multi-million dollar Progressive Automotive X PRIZE competition, which reached its high-profile successful conclusion during 2010.

Previously, he was Senior Director – National Technical Operations for the National Hot Rod Association (NHRA). In that position he worked with teams and manufacturers to oversee the creation and implementation of technical and safety rules.

Prior to this leading role in US Drag Racing, he was Group Manager at General Motors Racing. Here he was responsible for delivering wins and championships by developing a competitive edge in the substantial GM supported NASCAR and NHRA programs.

In the early part of his career, Don worked in various design capacities at Ford Motor Company, Booz-Allen Hamilton, and Henry Dreyfuss Associates, as well as serving as co-founder of a Silicon Valley industrial design firm.

Don is available to help companies with their business strategies and market development in the USA please email dontaylor500@aol.com

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