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## **£390 million UK government commitment to future transport technologies paves the way for the MIA's 11<sup>th</sup> International Energy Efficient Motorsport Conference**

The Motorsport Industry Association (MIA) will shine a spotlight on motorsport's central role in driving the accelerated development and early adoption of energy-efficient, connected and autonomous vehicle technologies, globally, at its 11th annual International Energy Efficient Motorsport Conference. This mirrors the £390 million commitment by UK government to future energy-efficient, connected and autonomous transport technologies in this month's Autumn Statement.

Taking place on 11 January 2017 at the Birmingham NEC, this world-leading event will showcase motorsport's leading role in the development of cutting-edge solutions for the race track, road and other sectors. More than 250 delegates are expected on the day, made up of leading figures and key decision-makers from a number of industries.

As well as celebrating recent motorsport success, the conference will also explore the important role of race-bred horizontal innovation in overcoming some of the key challenges currently facing many industries worldwide.

Core topics set to be covered at the event include:

- 1. Motorsport: The Next Generation Automotive Technology Development Platform**
- 2. Underpinning Energy-Efficient Innovation: Funding and Support Mechanisms**
- 3. The Art of the Possible: Pushing the Boundaries of Race-Bred Horizontal Innovation Exchange**
- 4. The Important Future of the Internal Combustion Engine**



A number of leading industry figures have already confirmed their participation in the event, with discussion topics including future technological development and promotion across international and industrial boundaries.

Continuing the conference's long history of high-profile representatives, prominent speakers and panellists at January's event are set to include Tony Harper (Head of Research at Jaguar Land Rover), Thomas Laudenbach (Head of Electrics, Electronics and Energy Systems at Audi Sport), Matthias Dank (Global Business Segment Manager Racing at AVL), Roz Bird (Commercial Director at Silverstone Park), Andrew Everett (Chief Strategy Officer at Transport Systems Catapult) and Prof. David Greenwood (Professor of Advanced Propulsion Systems at the University of Warwick) - with many more top names soon to be announced.

Among the other organisations confirmed to attend 2017's conference are DC Electronics, Delta Motorsport, GE Precision Engineering, Grainger & Worrall, Green Technology Racing, Greenpower Education Trust, Hewland Engineering, Millbrook Proving Ground, Moog, Ricardo, RML Group, Silverstone Park, SPAL Automotive, Staubli, Swindon Powertrain, Wirth Research, Warwick Manufacturing Group and Xtrac - with more to follow.

Chris Aylett, CEO of the MIA, commented: "From connected and autonomous vehicle solutions to alternative energy race and roadcar development, the motorsport industry is a global hub of innovation excellence. We're excited to be showcasing this expertise to an international cross-sector audience, once again. The event is a fantastic opportunity for delegates to share their views, learn of new opportunities and network with some of the leading names in international business."

For more details, please contact Carrim Bundhun at [carrim.bundhun@the-mia.com](mailto:carrim.bundhun@the-mia.com) or visit <http://www.the-mia.com/MIA-11th-International-Energy-Efficient-Motorsport-Conference-981> .

**Notes to editors:**



## **About the MIA**

The Motorsport Industry Association (MIA) [www.the-mia.com](http://www.the-mia.com) is the world's leading trade association for the motorsport and high performance engineering sectors.

It represents the specialised needs of this highly successful industry which, although extending throughout the world and rapidly expanding in the developing nations, is centred here in the UK. The MIA owns the Motorsport Valley® trademark on behalf of the industry

The MIA membership displays a wide demographic spread, and includes motorsport and performance engineering companies, race and rally teams, governing bodies, motorsport service and research organisations, race circuits, universities and colleges.