

HIGHCROFT HPD, CORVETTE CLAIM MICHELIN® GREEN X® CHALLENGE HONORS AT MOSPORT

Bowmanville, Ontario, Canada (August 29, 2010) – One of the most environmentally active drivers in motorsports, David Brabham, celebrated his 100th American Le Mans Series start by joining Highcroft HPD Racing co-driver Simon Pagenaud and team owner Duncan Dayton to claim MICHELIN® GREEN X® Challenge Prototype honors here at historic Mosport International Raceway.

Brabham was the author of an August 2004 letter to Series President and CEO Scott Atherton that helped move the series to embrace green racing. The series responded by becoming the first to be recognized as “green racing” and the resulting MICHELIN® GREEN X® Challenge is now the most prestigious international environmental motorsports competition.

“It is certainly appropriate that here at the 50th anniversary of Mosport, where his family has such a long history, that David Brabham and the Highcroft team are once again winners of the MICHELIN® GREEN X® Challenge,” said Silvia Mammone, manager motorsports, Michelin North America.

Taking the MICHELIN® GREEN X® Challenge honors in the GT category was the #4 Corvette ZR1 from Corvette Racing.

“Corvette Racing is a leader in bringing E85R fuel to the ALMS,” said Mammone. “We congratulate the Corvette Racing team and GM on their success in alternative fuels.”

ABOUT THE MICHELIN® GREEN X® CHALLENGE

The American Le Mans Series is the only series currently recognized as “Green Racing” by the U. S. Department of Energy; Environmental Protection Agency and SAE International.

All five energy sources identified as part of the United States government energy policy (E10 ethanol blended gasoline, E85R gasoline blended ethanol, GTL (natural gas to liquid) biodiesel, E10-electric hybrid power and Iso-butanol gasoline) have been used in ALMS competition.

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.

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.

-more-



For over 18 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 20,900 and operates 18 major manufacturing plants in 16 locations.

###

For more information, visit www.michelinmedia.com or contact:

Lynne Fowler
Michelin North America
office: 1 864 458 6365
mobile: 1 864 561 9914
lynne.fowler@us.michelin.com

John Love
EMC Public Relations
office: 1 248 816 0106
mobile: 1 313 506 2114
john@emcpr.com