

DRAYSON SCORES BREAKTHROUGH MICHELIN® GREEN X® CHALLENGE WIN AT ROAD AMERICA

Premier International Environmental “Race within the Race” Heads for Canada

ELKHART LAKE, WIS. (August 22, 2010) - One of the leaders of “green racing” worldwide claimed a milestone victory as Drayson Racing’s Paul Drayson and co-driver Jonny Cocker celebrated a stunning success by winning the MICHELIN® GREEN X® Challenge and the overall American Le Mans Series race today at Road America.

In scoring his team’s second MICHELIN® GREEN X® Challenge victory (Salt Lake City, 2010) in the American Le Mans Series, and third worldwide, Drayson, who also has a victory in the MICHELIN® GREEN X® Challenge Asian Le Mans Series, (Japan, 2009) added his team’s first overall ALMS victory in the two-hour, 45 minute race to the pole position and fastest race lap to sweep the board in the seventh race of the 2010 ALMS season.

The former U.K. Minister for Technology and Innovation and member of the House of Lords said, “I’m here with my wife, Elspeth and our family and team because the ALMS is leading the world in making racing relevant and providing the opportunity to bring a race team into competition with new technologies.

“It is not only about being able to race with new technologies; it is about winning with the new technologies. The MICHELIN® GREEN X® Challenge provides the platform for science and technology to help speed innovation.

“To win the MICHELIN® GREEN X® Challenge and win the race overall and have the fastest lap all in the same day is the whole point. We are showing that the new technologies will win,” said Drayson.

Drayson’s victory marks the 16th time in 34 awards since the program’s inception in March 2009 that the MICHELIN® GREEN X® Challenge winner also won its respective class in the race competition.

Drayson’s victory was also the first overall race win for cellulosic E85 ethanol fuel in the 116-race history of the ALMS.

In the GT category, Porsche swept the top three spots in the MICHELIN® GREEN X® Challenge as first time winner Falken Porsche nosed out the Flying Lizard Porsches to claim its first victory. The win means that five different teams and six different cars have won GT awards in the first seven races of 2010.

CANADA BOUND:

With awards at all American Le Mans Series, Asian Le Mans Series, and (European) Le Mans Series events, plus the prestigious 24 Hours of Le Mans, the MICHELIN® GREEN X® Challenge has rapidly grown into the premier international environmental motorsports competition. The next ALMS race, August 29 at Mosport Canada, will mark the second time the awards have been presented in Canada.

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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.

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.

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ALMS MICHELIN® GREEN X® CHALLENGE ROAD AMERICA RESULTS

PROTOTYPE	First Place	Second Place	Third Place
TIRE	Michelin	Michelin	Michelin
TEAM	Drayson Racing	Highcroft Racing	Muscle Milk Team CytoSport
DRIVERS	Jonny Cocker, Paul Drayson	Simon Pagenaud, David Brabham	Klaus Graf, Timo Bernhard
CAR	Lola Judd Coupe	HPD ARX 01-c	Porsche RS Spyder

GT	First Place	Second Place	Third Place
TIRE	Falken	Michelin	Michelin
TEAM	Team Falken	Flying Lizard Motorsports	Flying Lizard Motorsports
DRIVERS	Wolf Henzler, Bryan Sellers	Joerg Bergmeister, Patrick Long	Seth Neiman, Darren Law
CAR	Porsche 911 GT3 RSR	Porsche 911 GT3 RSR	Porsche 911 GT3 RSR