

FRIDAY, APRIL 16, 2010
7:00 A.M. – 5:00 P.M.
LONG BEACH CONVENTION CENTER
LONG BEACH, CA



THE RACE HAS GONE GREEN

CONFERENCE

Speakers Include:

David Brabham, 2009 American LeMans Series Champion

Scott Atherton, CEO American LeMans Series

Les McTaggart, Senior Technical Director, Izod IndyCar Series

Lord Drayson, UK Minister of Science, team owner and ALMS race driver

Peter Digby, Managing Director, Xtrac

Forrest Patterson, Technical Director, Michelin Green-X Challenge

Jamie Allison, Director, Ford North America Motorsports

Robert Davis, Senior Vice President, Product Development and Quality for Mazda North American Operations

Mike Stewart, Leader, Motorsports Engineering Group, Honeywell Turbo Technologies, Garrett

Steve Pruitt, Owner, Corsa Motorsports Ginetta-Zytek hybrid ALMS racer

Eric Cahill, Senior Director, Progressive Automotive X Prize

Mike Cooperman, Senior Director of Marketing, J.D. Power Web Intelligence

Attention specialty-equipment business owners, engineers, product planners, marketing and sales executives!

Connect with international green motorsports leaders and learn how to translate the fast-growing market for green performance products into profit-making business opportunities.



Join SEMA and the Motorsports Industry Association (MIA) for The Race Has Gone Green, a one-day, high-profile conference of green racing and performance-industry icons on developing green technologies that will lead to a booming consumer market for green performance products.

REGISTER TODAY

www.SEMA.org/RaceGoneGreen

Conference Fees:
\$275 for SEMA/MIA members
\$375 for non-members

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