

## OVERVIEW

The Indy Racing League continues to be at the forefront of green technology and repeatedly assesses ways in which to further make its motorsport entities eco-friendly. The IndyCar Series is the *first* and *only* major racing series in the world to run on a renewable fuel – 100% fuel-grade ethanol. But the IndyCar Series' leadership in eco-friendly racing doesn't end with its use of renewable fuels. In pursuit of a greener future for our planet, the IndyCar Series, its teams and partners, and the tracks where they compete are embracing a variety of practices befitting responsible members of the global community.

## ETHANOL


The most noticeable initiative by the IndyCar Series as it relates to the environment is its use of 100% fuel grade ethanol. Ethanol has become a key cornerstone of the IndyCar Series, and the fuels continued evolution makes it relevant not only in racing, but in passenger vehicles as well.

- The IndyCar Series' leadership began the ethanol transition in 2003, when ethanol-sponsored Firestone Indy Lights driver Paul Dana presented the vision for an ethanol-powered IndyCar Series field to Indy Racing League officials.
- In 2005, IndyCar Series officials announced formal plans to make the transition to ethanol. To prepare for the switch to 100% fuel-grade ethanol, IndyCar Series cars began running on a 90% methanol, 10% ethanol fuel blend in 2006.
- In 2007, all cars in the IndyCar Series began running on 100% fuel-grade ethanol, a worldwide racing first.
- The 2009 season will be the third in which the IndyCar Series will run exclusively on 100% fuel-grade ethanol.

In an effort to communicate the many ways in which ethanol can be produced and to enhance its position as a global commodity, the IndyCar Series has partnered with the Brazilian trade promotion agency APEX-Brasil as the official ethanol supplier to the IndyCar Series.

One of the primary messages of the partnership is that regardless of the sources used in the production of ethanol -- corn, sugarcane or cellulosic materials in the future -- the end product is a clean, renewable bio-fuel that reduces dependence on fossil fuels and combats one of the major causes of climate change.

## PLANET GREEN

**planet green**  The IndyCar Series and Indianapolis Motor Speedway partnered with Planet Green, Discovery Communications' 24-hour eco-lifestyle television network, to help the 2008 Indianapolis 500 go green. The partnership utilized jumbo-tron messaging to educate fans on greening tips and the partnership also ensured that the massive trash load collected after the race was properly sorted and recycled.

## BLUETOOTH TECHNOLOGY

At the 2008 event at Belle Isle (Michigan), the IndyCar Series was the first automotive racing series to utilize Bluetooth Technology to provide event information, promotions and advertisements to the spectators in attendance. This new technology enabled patrons to receive information on the event and special offers, while not incurring costs through their mobile carrier, since the technology utilizes radio frequencies. Additionally, with this new messaging option, the IndyCar Series eliminated the paper products that would traditionally be used to provide such messages. The series plans to utilize the service at additional events during the 2009 events, and is seeking ways in which to use it at all events in the future.

## PACE CAR/SAFETY CAR

**HONDA** Honda's FCX Clarity, a zero-emission hydrogen fuel-cell vehicle, made history by leading the field at the start of the 2008 Indy Japan 300. A cutting-edge fuel-cell vehicle, the FCX Clarity is the first of its kind to lead the pack at an IndyCar Series event. Also, the fleet of Honda Accord safety cars used to pace the field during the 2009 IndyCar Series season are capable of running on E10 fuel, a blend of ethanol and gasoline.

## NON-LEAD WHEEL WEIGHTS

Beginning at the IndyCar Series and Firestone Indy Lights events at The Milwaukee Mile on May 30 - June 1, 2008, Firestone Racing made the switch from traditional lead wheel weights to the 3M™ Wheel Weight System for all of its operations. The 3M Wheel Weight System is constructed of a non-lead composite material for reduced environmental impact and corrosion-free results. For their efforts, Firestone was commended by the Environmental Protection Agency's National Partnership for Environmental Priorities (NPEP), which highlights environmental leadership through voluntary reduction of priority and hazardous chemicals such as lead.

## RACE TIRES AND ENERGY RECOVERY

**Firestone** Since the beginning of its motorsports program in 1995, Firestone Racing has shipped its used Firestone Firehawk racing radial tires to cement kilns, where they are used as replacement of other fuel and steel feedstock used to make cement. If the tires were not used, the kiln would require more fossil fuels (coal oil or natural gas) and more steel additives to make cement. Firestone actually developed and patented, then gave to public use, the technology for feeding whole tires into cement kilns, thus saving energy that would be required to break-up/shred used tires.

## AT-TRACK RECYCLING

Firestone Racing implemented at-track recycling containers for plastic, aluminum and mixed paper to reduce its waste in every city it visits. On a long, hot race weekend, you can imagine how many bottles of water and cans of soft drinks a traveling crew of 30 can go through. Fans and other teams are welcome to bring their recyclables as well.

Safety-Kleen is the official environmental service provider of the IndyCar Series. With approximately 400,000 customer locations worldwide, Safety-Kleen is a global leader in environmental services. They provide safe, environmentally-responsible disposal of automotive liquids both at the race track and at teams' race shops around the country. In fact, everything it collects at race tracks, including used oil, oil filters, anti-freeze, brake fluid and oily rags is recycled into useable products. Overall, Safety-Kleen collects more than 200 million gallons of used oil annually as well as collecting and reclaiming more than 330 million gallons of waste annually.

In an effort to reduce waste and help meet a practical need in the local community, the league collects leftover food from at-track hospitality units every race weekend and donates it, via IRL Ministry, to a local food bank or shelter.

## MARKETING MATERIALS

The Indy Racing League's marketing, media and sales departments have taken a number of steps to drastically reduce the use of paper supplies as well as implementing eco-friendly products for the creation of promotional materials.

- More than 85 percent of the league's marketing materials are produced on recycled, partially recovered post-consumer waste materials or papers certified by third-party environmental auditors. Some of the league's printing partners power their plants with renewable energy such as hydropower or wind power.
- The 2009 IndyCar Series media guide is printed on 25 percent recycled FSC stock. Extra media guides left over at the end of the season are returned to the printer and recycled.
- For the sales staff, presentations have been moved from paper-based documents to an electronic format. A website has been established to provide teams with business related information to circumvent the need for paper documents.

## NOISE POLLUTION

In an effort to reduce noise pollution, the IndyCar Series will introduce a new exhaust system in 2009 that will reduce noise levels by nearly 10 decibels and temper the shrillness of the engines' sound.

