



SUSTAINABLE PARTNERSHIPS AND GREEN PERFORMANCE PROGRAM

PROGRAM LAUNCH & PARTNERSHIP ANNOUNCEMENT

EVENT OVERVIEW

On November 18th, 2010, Infineon Raceway marked the formal launch of its Sustainable Partnership program with the major announcement of a new multi-year partnership with Panasonic Corporation of North America. A wide variety of media representatives from traditional, online, sports and green media outlets gathered at the event, which included on-track demonstrations of the latest electric motorcycle and dragster technologies. Local government leaders and other dignitaries were also present for the event. The launch of the raceway's new program generated substantial local, regional and national press in the days following.

The cornerstone of the new partnership with Panasonic is a major solar power-generating installation for 2011 that will add 1,652 Sanyo solar panes to the venue, offsetting 41% of the raceway's total electrical usage. Panasonic will also be replacing the existing signage along Highway 37 with a new state-of-the-art dual-sided, solar powered LED billboard. In addition, the Infineon Raceway Technology Center will be renamed the Panasonic Technology Center, and will be upgraded over time with maximum energy efficiency as the goal.



Steve Page, president and general manager of Infineon Raceway, kicked off the conference, speaking about the unique opportunity that the venue has to merge two distinct ideas: sustainability and performance.

“Northern California is consistently the leading market in the sale of hybrid and other green vehicles, and is also traditionally a market leader in the sales of performance vehicles. Those two trends will intersect at Infineon Raceway,” he remarked. Recognizing that the world of motorsports may seem at odds with the sustainability movement, Page envisions Infineon Raceway bringing the green message to a new audience in an exciting and compelling way.

“We just think we have a unique opportunity to reach a type of consumer that wouldn't normally be an early adopter of green ideals,” he explained. “We hope that the solar installation, which is our newest and biggest piece of our overall sustainability plan, will create a new green identity for the racetrack and present it in such a way that it inspires our fans to follow our lead.”

Jim Doyle, president of Panasonic Enterprise Solutions, joined Steve Page in touting the long-term benefits of the partnership, noting how important sustainability is to Panasonic.

“Our global CEO has made it the number one objective for the entire corporation: to be the world’s leading green innovation company, worldwide, by 2018,” Doyle said.

Other partners in the raceway’s new Sustainable Partnership program were also recognized at the event. PG&E performed a comprehensive energy audit in early 2010, finding that the venue was already quite energy efficient but could improve its lighting. The Raceway plans to implement lighting recommendations that resulted from those findings. PG&E also supported the development of the new solar system and selection of LED message board technology.

Safety-Kleen was also recognized for its longstanding sustainable business model and its contributions to Infineon Raceway’s recycling efforts at annual NASCAR and NHRA events. Safety-Kleen refines more than 200,000 gallons of used motor oil each year from racing events.



Following the press conference, the group gathered on the racetrack to witness a sample of the green performance mentioned by Steve Page. Two electric motorcycles took a couple of laps on the Raceway’s famous road course, followed by two drag races between a Simple Solutions Inclusive all-electric car and a gas-powered 1969 Chevy Nova that has been racing at Infineon Raceway for over 10 years. The electric car, which holds three world records and reaches 140 mph, beat the Chevy in both races.

During these demo races, attendees also had the opportunity to witness a cornerstone of Infineon Raceway’s sustainability program. Tending the picturesque green hills that surround the racetrack were a few hundred of the raceway’s 3,000 sheep, which act as live, non-polluting lawnmowers for the venue’s 1,600-acre property.

Media and guests were then invited to join representatives of Infineon Raceway and Panasonic in the newly named Panasonic Technology Center for an organic, locally sourced lunch.



MEDIA REPORT

The program launch and partnership announcement was well attended by a variety of prominent media representatives from mainstream news sources, sports publications and green media. In the days following the event, the sustainability program and Panasonic partnership announcement received substantial local, regional and national press via television, radio and online media. Please see selected links below, as well as a list of publications that carried the story.

InfineonRaceway.com

[Story](#)

[Podcast](#)

[Photo Gallery](#)

[Video](#)

Selected Links

Auto Evolution: [Infineon Raceway Goes Solar](#)

Autostream.com: [Infineon Raceway Goes Green](#)

Forbes.com: [Green and Racetrack, Synonymous?](#)

KXPR 88.9 Capital Public Radio: [Infineon Going Green](#)

Napa Valley Register: [Infineon Raceway going even greener](#)

NASCAR.com: [Infineon Raceway to use solar power in 2011](#)

Sports Business Journal: [Panasonic deal to give Infineon solar panels](#)

Triple Pundit: [Infineon Raceway Announces Solar Partnership with Panasonic](#)

Additional Coverage

ADVFN.com

Business Wire

KPIX-TV (CBS owned)

Charlotte Business Journal

Contra Costa Times

CycleNews.com

Earth Times

Environment Guru

InRacingNews.com

Jayski

Marin IJ

Motorsports Mania

MTRmedia.com

National Speed Sport News

North Bay Business Journal

RoadRacingWorld.com

San Jose Mercury News

Santa Rosa Press Democrat

SFGate.com

Smart-Grid.tmcnet.com

Sonoma Index-Tribune

Sporting News.com

StockMarketsReview.com

The Auto Channel

Ultimate Motorcycling

Vallejo Times Herald

Washington Examiner

Yahoo Finance & Yahoo Sports

TO LEARN MORE ABOUT INFINEON RACEWAY'S SUSTAINABLE PARTNERSHIPS AND GREEN PERFORMANCE PROGRAM, PLEASE CONTACT ONE OF OUR SUSTAINABILITY REPRESENTATIVES:

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