

MotorWeek Transcripts

MotorNews 'AMERICAN LE MANS: GREEN RACING'

JESSICA SHEA CHOKSEY: Each year we show you the newest cars and concepts from Detroit's big auto show as soon as they hit the turntable. But this year in Motown, we also witnessed racing history in the making. The American Le Mans Series is going Green.

ALMS announced that it has formed a new partnership with the U.S. Environmental Protection Agency, the U.S. Department of Energy and SAE International to incorporate green racing principles into its 2008 racing series.

The American Le Mans Series is one of the fastest growing brands in motor sports, and the only one that allows manufacturers carte blanche to bring their most innovative technology to the track. Now it is also the first major racing series to add E85 Ethanol as a fuel choice. In addition, the E85 used will come, not from crops, but from refined cellulosic waste materials.

This unique partnership will showcase its efforts in a new series-wide Green Racing Challenge.

SCOTT ATHERTON, PRESIDENT & CEO. AMERICAN LE MANS SERIES:

The Green Challenge is a competition within the American Le Mans Series that will encourage manufacturers to bring new innovative automotive technology all focused around green initiatives.

CHOKSEY: The latest American Le Mans Series green player is America's sports car icon, the Chevrolet Corvette. Augmented to run on high octane E85 Ethanol, this high performance green machine reinforces GM's commitment to the mainstreaming of alternative fuels.

The Department of Energy is always seeking high impact ways of raising public awareness about alternative fuels that can lessen U.S dependence on imported oil. This latest partnership with the American Le Mans Series is a big step in boosting that awareness, and pushing the demand for greener automotive technologies.

ED WALL, PROGRAM MANAGER, U.S. DOE OFFICE OF VEHICLE

TECHNOLOGIES & RENEWABLE ENERGY: It's an opportunity to validate the technologies we have worked on in the laboratories and help speed these technologies into the marketplace by improving by validating them in a demanding environment and demonstrating them before the public eye.

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CHOKSEY: With this partnership, ALMS now stands as the leader in the race to greener automotives, both on the track and in the stands.

Racing has always been at the forefront of automotive technology and the testing ground for innovations that eventually make it into production cars. So, perhaps this unique partnership could prompt other major racing series to see the green light.

And that's it for this week's MotorNews.