



Allison Transmission Inc., Indianapolis Power & Light Co. and Duke Energy are the co-sponsors of the 100th Anniversary Indy 500 Emerging Tech Day.

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IMS Announces 'Emerging Tech Day'

InsideIndianaBusiness.com Report

The Indianapolis Motor Speedway is planning to hold the 100th Anniversary Indy 500 Emerging Tech Day. The May 7 event will highlight innovative renewable technologies for the automotive industry created by students. It will also feature exhibition competition by alternative-power vehicles in the Formula Hybrid and American Solar Challenge series and by students from Purdue University.



Source: Inside Indiana Business

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News Release

INDIANAPOLIS, Friday, Nov. 19, 2010 - The Indianapolis Motor Speedway will continue its legacy as an incubator and proving ground of automotive innovation for more than a century through the 100th Anniversary Indy 500 Emerging Tech Day on Saturday, May 7, 2011 at IMS.

Some of the best, brightest young minds in America will display innovative renewable technologies for the automotive industry at the Emerging Tech Day. The event will feature exhibition competition at IMS by alternative-power vehicles in the Formula Hybrid and American Solar Challenge series and by students from Purdue University.

"The 100th Anniversary Indy 500 Emerging Tech Day is a great addition to our impressive lineup of interesting, fun and fan-friendly events surrounding the Most Important Race in History next May," said Jeff Belskus, Indianapolis Motor Speedway president and chief executive officer. "There's no better place than IMS to display green technology due to the Speedway's rich heritage of automotive innovation through the Indianapolis 500, whether it was the first rear-view mirror on Ray Harroun's winning car in 1911, the turbine engine used in the famous STP cars of the late 1960s or so many other examples."

Allison Transmission, Inc., Indianapolis Power & Light Company (IPL) and Duke Energy are the co-sponsors of the 100th Anniversary Indy 500 Emerging Tech Day. The event was announced Nov. 19 in the IMS Pagoda Plaza with the famous 1968 turbine-powered Indianapolis 500 "Whooshmobile" car and two vintage electric cars on display, part of the Indianapolis Motor Speedway Hall of Fame collection.

Formula Hybrid challenges college and university students to design, build and race high-performance, plug-in hybrid vehicles. Building on the Formula SAE program, Formula Hybrid adds an extra level of complexity: fuel efficiency.

With technological challenges for students with backgrounds in electrical, mechanical and computer engineering, Formula Hybrid encourages interdisciplinary teamwork and innovation.

The American Solar Challenge is a competition to design, build and drive solar-powered cars in a cross-country time/distance rally event that covers between 1,200 to 1,500 miles between multiple cities. American Solar Challenge events have been staged for 20 years across North America.

Students from Purdue, located in nearby West Lafayette, Ind., will race electric-powered karts in a race similar to the famous Purdue Grand Prix kart competition.

The 100th Anniversary Indy 500 Emerging Tech Day is one of three events including green forms of transportation scheduled for Saturday, May 7 at IMS as a prelude to Opening Day for the 2011 Indianapolis 500, Saturday, May 14.

Also taking place May 7 at IMS will be the Centennial Era Balloon Festival featuring colorful hot-air balloons from across the United States, and the OneAmerica 500 Festival Mini-Marathon includes a lap around the famous 2.5-mile oval as part of its traditional course for 35,000 runners.

Allison Transmission leads the world in the design, manufacture and sales of commercial-duty automatic transmissions, hybrid-propulsion systems and related parts and services for on-highway vehicles, military vehicles and off-highway equipment. The company was started by James Allison, one of the original founders of the Indianapolis Motor Speedway, and has a long history of technological innovation. For more information about the company, please visit www.allisontransmission.com

Indianapolis Power & Light Company (IPL) provides retail electric service to more than 470,000 residential, commercial and industrial customers in Indianapolis, as well as portions of other Central Indiana communities surrounding Marion County. IPL is a subsidiary of AES Corporation. During its long history, IPL has supplied its customers with some of the lowest-cost, most reliable power in the country. For more information about the company, please visit www.IPLpower.com

Duke Energy is one of the largest electric power holding companies in the United States. Its regulated utility operations serve approximately 4 million customers located in five states in the Southeast and Midwest, representing a population of approximately 11 million people. Duke Energy is the largest electric utility in Indiana, serving more than 780,000 customers in portions of 69 of Indiana's 92 counties. Duke Energy's commercial power and international business segments own and operate diverse power generation assets in North America and Latin America, including a growing portfolio of renewable energy assets in the United



States. For more information about the company, please visit www.duke-energy.com

2011 Indy 500 tickets: Tickets are on sale for the 100th Anniversary Indianapolis 500, "The Most Important Race in History," on Sunday, May 29, 2011 at Indianapolis Motor Speedway.

Race Day ticket prices start at just \$20. Fans can buy tickets online at www.imstix.com by calling the IMS ticket office at (317) 492-6700, or (800) 822-INDY outside the Indianapolis area, or by visiting the ticket office at the IMS Administration Building at the corner of Georgetown Road and 16th Street between 8 a.m.-5 p.m. (ET) Monday-Friday.

Tickets for groups of 20 or more also are on sale. Contact the IMS Group Sales Department at (866) 221-8775 for more information.

Source: Indianapolis Motor Speedway



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