



NEWS RELEASE

12th February 2007

AEA's Momenta division to make UK motorsport more energy efficient

Momenta, part of the AEA group, has been contracted by Motorsport Development UK to encourage and support the world-renowned, multi-billion pound UK motorsport industry to become more energy efficient.

Motorsport Development UK, established by the DTI and a number of Regional Development Agencies to champion the cause of this important sector, has awarded Momenta the contract to manage and to deliver the Energy Efficient Motorsport (EEMS) programme through to 2009.

Martin Fellows, Head of Motorsport Development UK said:

'Motorsport Development UK is delighted to have Momenta on board. Their expertise in the management and delivery of programmes will be invaluable in building on the success of EEMS to date. Their appointment heralds an even greater drive to demonstrate the important role the UK's world leading motorsport industry can play in developing and promoting new technologies for the future of road transport.'

Andy Gilchrist, Business Development Director of Momenta said;

'The UK has a long heritage of being a global leader in motorsport from the development of world beating Formula One Grand Prix teams to world-class rally cars. This exciting programme gives us the opportunity to support the UK motorsport sector to meet the challenge of energy efficiency and alongside all its other significant achievements to become the world centre for alternative and efficient fuels and set new global standards.'

The Energy Efficient Motorsport programme will aim to:

- Influence regulations for motorsport events that will encourage teams to develop new and alternative technologies
 - Encourage the use of different fuels and engine technologies racing competitively in the same championship within the UK
 - Showcase the technical and engineering expertise within UK motorsport on alternative fuels, hybrid technology, low weight materials and efficient design
 - Develop working relationships with automotive industry organisations and motorsport governing bodies in order to promote the EEMS concept
 - Manage the communication and marketing of the EEMS concept
- Momenta is a specialist in turning public policy into practice by offering a range of

programme management services, including research management, knowledge transfer, best practice, fund management and behaviour change programmes. Its programmes reach businesses, public sector organisations, the third sector, stakeholders and the general public.

Enquiries:

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Notes to Editors

About Motorsport Development UK

Motorsport Development UK is a public-private partnership spearheading an investment programme to ensure the continuing competitiveness of the UK's world-class motorsport industry. This unique collaboration is supported by four Regional Development Agencies - Advantage West Midlands, East of England Development Agency, East Midlands Development Agency and South East England Development Agency - together with the Department of Trade and Industry and the Department for Culture, Media and Sport.

Motorsport Development UK aims to ensure all parts of UK motorsport develop their full potential, win business globally and make a valued contribution to other sectors of the UK economy. It does this by funding and supporting programmes which maintain and ultimately grow the sport and its related industry; develop individuals and the sector as a whole to embrace change and make the most of new opportunities; and that help facilitate the transfer of knowledge and capability. Examples include education programmes such as the Motorsport Academy and the Learning Grid, which are using motorsport as the hook to find engineers and technicians of the future, and a range of activities to widen participation in the sport, by competitors, marshals, volunteers and spectators.