

Team Diesel

ADVANCING DIESEL TECHNOLOGY



Advancing Diesel Technology

**New International Racing Team
January 2005**

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Team Diesel is a racing team with a difference. Formed specifically to develop high performance diesel technology, Team Diesel and its Technology Partners will demonstrate and publicise technologies for the powertrains of tomorrow, through participation in the world's most famous sportscar races.



Team Diesel will compete in the world famous Le Mans 24 hour race, and the four races comprising the 2005 European Le Mans Endurance Series (LMES). Additionally, participation in selected races from the sister American Le Mans Series (ALMS) will create significant additional profile in North America.



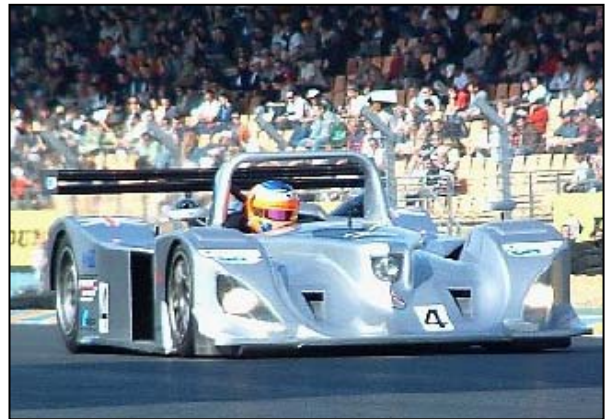
International motor racing is the world's most exciting alternative to traditional advertising, and one of the most effective, visible and memorable ways to advertise. Competing in international sportscar races allows Team Diesel's sponsors and partners to reach an audience of millions, gaining increased brand awareness and corporate profile, whilst delivering key marketing messages to affluent, passionate and influential audiences across Europe, North America and the rest of the world.

For those companies seeking global brand publicity to high-value target audiences and markets, in addition to world-class corporate hospitality opportunities, sports car racing is a superb investment.

Global reach

From its Norfolk, England base, Team Diesel's two-car team will compete in the world's premier sportscar races and race series. The team's Lola B2K cars run in sportscar racing's fastest class – 'LMP1 prototypes' – and have proven their competitiveness throughout 2004.

The Le Mans 24-hour race in June is the centrepiece of the season, and one of the highest profile motor races in the world. Participation at Le Mans has been a key marketing message and technological proving ground for many of the worlds' leading automotive manufacturers, including Audi, Bentley, Jaguar, MG, Nissan, Toyota, Mercedes, BMW, Ford, GM, Ferrari, Lancia, Chrysler, Renault, Peugeot and Porsche, in addition to countless global brands.



Team Diesel will also compete in the four classic endurance races comprising the European Le Mans Endurance Series, held at the historic circuits of:

- Spa-Francorchamps (Belgium)
- Monza (Italy)
- Nürburgring (Germany)
- Silverstone (England)

Selected rounds of the sister American Le Mans Series, including Sebring and Atlanta, will deliver media coverage and market presence in North America for Team Diesel's global partners.



Diesel power

The global diesel power industry is enormous. Nearly 50% of all new cars sold in Europe are now diesel powered; high performance variants from prestige manufacturers surpass their petrol equivalents, and environmental superiority drives the legislative agendas of nations.

Diesel's performance and efficiency characteristics make diesel an exceptionally competitive proposition for endurance sports car racing. Outright diesel-powered victories have already been achieved in lower racing formula. A diesel powered car will be capable of winning sportscar endurance races, including the Le Mans 24 Hour race, within two years.



Team Diesel is at the forefront of the diesel revolution, and is itself continually redefining the state of the art. With industry insiders, Governments and the public at large recognising the importance of diesel, Team Diesel's status as the pioneering racing team **delivers a premium of media interest and coverage** for the team and its partners.

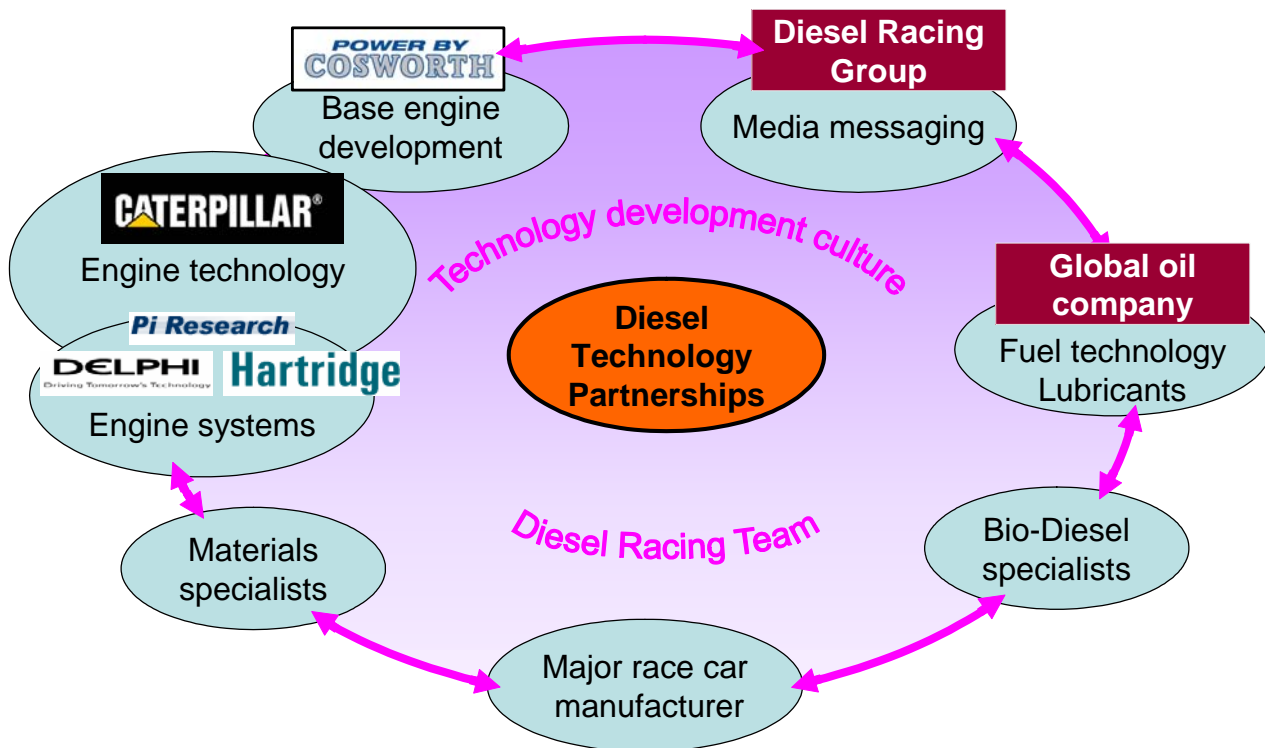
Team Diesel is proud to have Caterpillar Inc., the world's largest developer and user of diesel engines, as its lead technical partner.

Caterpillar recognises how Team Diesel provides not only the capability for a technology company to develop its leading-edge products to the highest levels, but also the unique marketing opportunities that result.



Technology Partners

The core of Team Diesel, the Technology Partnership will develop and advance high performance diesel technology.



Partners will advance their knowledge, products and intellectual property, in areas with direct application to mainstream global automotive and motorsport markets.

Through racing, participants will achieve massive brand exposure and industry recognition as leaders in high performance diesel technology.

Partner companies are global leaders in their fields. They recognise the strategic importance of diesel technology to their businesses, and are committed to achieving increased return on investment through brand exposure *and* technology transfer.



Corporate hospitality

One of the most important benefits of sponsorship for Team Diesel's partner companies is the ability of the team to provide uniquely memorable hospitality experiences. Team Diesel delivers truly first-class hospitality.



Guests enjoy the relaxed atmosphere of a professional hospitality environment, whilst also immersing themselves right in the heart of the action. Team Diesel introduces guests to the inner workings of a race team, allowing them to see, hear and feel the minute-by-minute excitement of sportscar competition, as it happens.

Guests meet the drivers and team staff throughout their day, and receive regular strategy briefings from the team manager. They are encouraged to take pictures, ask questions and examine the cars, all with the objective of making the experience as memorable as possible.



Team Diesel's dedicated hospitality areas allow guests to relax throughout the day, whilst enjoying a discerning selection of food, and the finest drinks.

For that extra touch, Team Diesel can provide helicopter rides for guests in and out of the circuit.

Every member of Team Diesel's dedicated hospitality staff ensures each guest departs at the end of their day delighted, amazed and thrilled with their experience.

International media coverage

Full exploitation of media coverage opportunities represents one of the key benefits of working with Team Diesel.

International motor racing offers enormous opportunities for influential marketing campaigns, generating coverage in national and international generalist and specialist media. Team Diesel's professional expertise, based on extensive experience throughout sportscars, Formula One and global automotive manufacturers, ensures its sponsors and partners achieve millions of marketing impressions – through terrestrial and satellite television, mainstream newspapers, specialist motorsport, automotive and technical press, and countless other publications across the globe.

The Le Mans 24 hour race and the European Le Mans Endurance Series achieve mainstream terrestrial television coverage, including ITV in the UK, and substantial satellite television airtime. Over in America, the American Le Mans Series included coverage on NBC (108.4 million homes), CBS (108.4 million homes) and the Speed Channel (66 million homes). [2003 figures]

Team Diesel also helps its partners achieve maximum benefit of their racing involvement through their own in-house and external marketing communications.

Team Diesel's focus on diesel technology provides additional opportunities for commercial sponsors and partners to exploit the association with a technology leader, developing cutting-edge technology that has application across a wide range of industry sectors.

Team Diesel's adoption of bio-fuel diesel (and associated emission system components) as a key part of its fuelling strategy provides considerable scope for 'green' and 'environmental' messages, within a coordinated media campaign.

2004 Le Mans 24 Hour TV coverage:

- Worldwide for 99 hours
- 106 territories to a potential 202 million TV homes
- Watched by 17.5 million viewers
- Additional Trans World Sport coverage reached 189 territories, to a potential 947 million TV homes

Airlines showing 2004 Le Mans as in-flight entertainment:

- British Airways
- Emirates
- Singapore Airlines
- Korean Air



Media benefits for Technology Partners



Technology Partners can take advantage of extensive additional marketing activities designed to maximise the benefits of their technical involvement. At races, Team Diesel provides a high-profile marquee environment focussed specifically on the partners' technology powering the team. Partners can showcase their products and technology to invited guests and the public, whilst demonstrating its application on the circuit. Off-circuit activities include tailored media coverage and events to raise the profile of technology partners in conjunction with their racing activities.



The Team Diesel Technical Working Group, comprising Team Diesel and its technology partners, directs the overall technical project strategy and defines detailed areas of work.

The project's partners throughout 2004 included Caterpillar, PI Research and Hartridge; organisations that are already benefiting from their involvement with Team Diesel's diesel racing programme.

Fuel efficiency and bio-diesel

Efficiency and fuel economy are two of the secrets to success in endurance sportscar racing. Team Diesel will further advance diesel engine efficiency, and also environmental performance. Knowledge gained here is already being used by existing Partners to improve mainstream diesel powertrains.

Diesel has a major part to play in environmental strategies at all levels, including world, country, corporate and individual, including the use of bio-fuels. The Team Diesel project has the capability to provide a positive high-profile message around environmental and efficiency issues.

Bio-Diesel

Team Diesel plans to play a significant role in the technical development and market awareness of sustainable energy sources, principally the use of bio-diesel. Bio-diesel is recognised as one of the most promising 'alternative fuels', and is at the forefront of agendas for oil companies and Governments. Team Diesel provides a highly effective arena for developing, proving and promoting bio diesel to a global public audience.

UK Government Department of Trade and Industry ('DTI')

The DTI is leading and supporting the application of alternative fuels, including diesel, within motorsport in a series of measures to drive home the UK's leadership in energy efficient technology.

Team Diesel provides the clearest example of an initiative that accelerates the development and public acceptance of alternative fuel automotive technologies.

The DTI are active supporters of the programme, and comment: "This is a key area of technological development for motorsport and will inspire further growth in the UK".



dti

People

Team Diesel provides a highly experienced and respected Board of Directors and management.

Terry Playle, Chairman of Team Diesel, has been a leader in UK industry and corporate affairs for over 35 years, and was lately Chairman of Group Lotus sports cars. Terry is chairman of ARP Associates, independent business advisors, who work with clients of all sizes, in all sectors, to increase business value. ARP has been responsible for the concept and corporate construction of Team Diesel.



Roger Bennington is the founder, Managing Director and principal shareholder of Stratton Motor Company in Norfolk, a leading Aston Martin and Lotus dealership. In addition, Roger successfully runs numerous other companies, including Heritage Trackdays and Heritage Racing Support, both of which specialise in racecar preparation and race event organisation, and Cheqair, a helicopter charter company. He is an active racing driver in historic Aston Martins and a regular helicopter pilot.



Ian Dawson brings 33 years of senior project management in all levels of motorsport, including the world championship winning Lotus F1 team (Mario Andretti, 1977). He is respected especially as a successful team manager in International Sportscar racing.



Kenneth Sears was responsible for design and development of Formula 1 and other racing cars for World Champion John Surtees, and involved in a successful Le Mans sportscar team. He led design, development and technology-based research and development projects at Lotus Engineering, and is now a business consultant, Company Director and visiting Professor of Engineering at Kingston University.



David Harrison worked with the Motorsport Industry Association, developed the UK Government's Cluster Development Strategy for the UK High Performance Engineering and Motorsport sector, was responsible for technical strategies at Nissan's European Technical Centre and is now a business consultant and Company Director.



ARP Associates

ARP Associates are independent business advisors, working across many industry sectors. They are specialists in corporate growth and development, including business finance, mergers, acquisitions and new ventures. ARP Associates formulated Team Diesel's corporate structure and are delivering the project strategy.



ARP's particularly strong automotive sector experience has been gained from a diverse range of companies, including Group Lotus plc, General Motors, PAG and Nissan.

Programme and budget

Team Diesel launches its 2005 programme in February, from its base in Norfolk, England.

Circuit	Country	Event	Race date
Launch event	UK	-	February
Sebring	USA	12 hours	March
Spa	Belgium	1,000km	May
Le Mans	France	Pre-qualifying	June
Le Mans	France	24 hours	June
Nürburgring	Germany	1,000km	July
Silverstone	UK	1,000km	August
Monza	Italy	1,000km	September
Atlanta	USA	10 hours	October
Laguna Seca	USA	4 hours	October

Team Diesel offers title sponsorship and subsidiary sponsorship options.

Further details are provided upon request.



