



## **\$10 Million Progressive Insurance Automotive X PRIZE to Host Finals Stage at Michigan International Speedway July 19-30**

Meet the teams, hear their stories, and watch the action on the track July 22, 23, 26, and 27. Press credential requests to attend Finals Stage Media Days may be submitted to [credentials@xprize.org](mailto:credentials@xprize.org).

### **WHO/WHAT:**

The Progressive Insurance Automotive X PRIZE, a \$10 million international competition to inspire a new generation of viable, super-efficient vehicles capable of achieving 100 MPGe, will host its Finals Stage July 19-30 at Michigan International Speedway (MIS) in Brooklyn, Mich. Qualified, credentialed press can watch the action live July 22, 23, 26, and 27. Requests for press credentials may be submitted to [credentials@xprize.org](mailto:credentials@xprize.org).

Fifteen vehicles representing 12 teams will return for Finals, the third and final on-track competition stage. During this stage, teams will compete in emissions, efficiency, and range events conducted by the competition organizers. In addition, teams must successfully complete various dynamic safety events, including a 0-60 mph acceleration, 60-0 mph braking, and a double lane change avoidance maneuver, conducted and evaluated by automotive engineers from Consumer Reports. The top finalists in each class will be announced July 27 prior to the start of a "coast down" exercise that will allow competition organizers to gain key performance information about the aerodynamics and rolling resistance of each vehicle to properly prepare them for the Validation Stage to be held at Argonne National Labs in August. Winners will be announced in September in Washington, D.C.

### **MEDIA DAYS:**

Thursday, July 22 and Friday July 23; 9:00am-6:00pm

Monday, July 26 and Tuesday, July 27; 9:00am-6:00pm

Michigan International Speedway - 12626 U.S. Highway 12, Brooklyn, MI 49230

Media days are open to qualified, credentialed press. Credentialed press will be able to watch competition events, speak with competing teams, competition organizers, officials and partners, and get an up close look at competition vehicles.

### **PUBLIC DAY:**

Friday, July 23; 10:00am to 4:00pm at Michigan International Speedway

The public is invited to view the vehicles and meet competing teams at MIS on July 23.

### **INTERVIEW REQUESTS:**

Please contact Carrie Fox (202-255-9214, [carrie@cfoxcommunications.com](mailto:carrie@cfoxcommunications.com)) to request interviews with Progressive Insurance Automotive X PRIZE teams, officials and sponsors.

### **ABOUT THE PROGRESSIVE INSURANCE AUTOMOTIVE X PRIZE:**

The goal of the Progressive Insurance Automotive X PRIZE is to inspire a new generation of viable, super fuel-efficient vehicles that offer more consumer choices. Ten million dollars in prizes will be awarded to the teams that win a stage competition for clean, production-capable vehicles that exceed 100 Miles per gallon or energy equivalent (MPGe). The Progressive

Insurance Automotive X PRIZE will place a major focus on efficiency, safety, affordability, and the environment. It is about developing real, production-capable cars that consumers will want to buy, not science projects or concept cars. This progress is needed because today's oil consumption is unsustainable and because automotive emissions significantly contribute to global warming and climate change. The ten million dollar purse and partial funding for prize operations was provided by Progressive Insurance. Additional major funding for education, outreach, and technical operations was provided by \$9 million in grants from the U.S. Department of Energy. Additional funding for prize operations was provided by Cisco and private donors. For more information about the Progressive Insurance Automotive X PRIZE, please visit [www.progressiveautoxprize.org](http://www.progressiveautoxprize.org) or email [progressiveautopress@xprize.org](mailto:progressiveautopress@xprize.org).

#### **ABOUT PROGRESSIVE:**

Progressive, founded in 1937, is one of the country's largest auto insurance groups and a leading insurer of motorcycles, recreation vehicles, boats, and commercial vehicles. The Company offers competitive rates and innovative products and services that meet drivers' needs throughout their lifetimes as well as 24/7 online and in-person customer and claims service. One of Progressive's Core Values is Excellence. To the Company's more than 24,000 people, it simply means seeking constant improvement. Over time, this has meant introducing revolutionary ideas that make car insurance easier to shop for, buy and use. It's this same innovative spirit that's behind the Company's sponsorship of the Progressive Insurance Automotive X PRIZE. The Progressive Insurance Automotive X PRIZE will inspire innovation that will produce more fuel-efficient vehicle choices, helping to make a difference in people's lives. Progressive's products and services are available locally through more than 30,000 independent insurance agencies in the U.S., online at <http://www.progressive.com>, and by phone at 1-800-PROGRESSIVE (1-800-776-4737).

#### **ABOUT THE X PRIZE FOUNDATION:**

The X PRIZE Foundation is an educational nonprofit prize institute whose mission is to create radical breakthroughs for the benefit of humanity. In 2004, the Foundation captured world headlines when Burt Rutan, backed by Microsoft co-founder Paul Allen, built and flew the world's first private vehicle to space to win the \$10 million Ansari X PRIZE. The Foundation has since launched the \$10 million Archon X PRIZE for Genomics, the \$30 million Google Lunar X PRIZE, and the \$10 million Progressive Insurance Automotive X PRIZE. The Foundation is creating and conducting competitions in four prize groups: Exploration (Space and Oceans), Life Sciences, Energy & Environment, and Education & Global Development. The Foundation is widely recognized as the leader in fostering innovation through competition. For more information, please visit [www.xprize.org](http://www.xprize.org).

#### **ABOUT MICHIGAN INTERNATIONAL SPEEDWAY:**

Located in Brooklyn, Mich., about 70 miles west of Detroit, Michigan International Speedway has a storied, 42-year history of some of the best high-speed oval racing in the country. With champions like David Pearson, Cale Yarborough, Bill Elliott, Bobby and Davey Allison, Jeff Gordon and Dale Earnhardt Jr., the five- and six-wide racing around the high banks and sweeping turns makes this two-mile NASCAR racetrack a fan and driver favorite. The speedway creates lasting memories for every person, every time whether you're camping in the infield or sitting in the grandstands. Visit [www.MISpeedway.com](http://www.MISpeedway.com) or call 800-354-1010 for tickets or information.