

EMBARGOED until 00:01hrs Thursday 5 May 2011

LAUNCH OF P.U.R.E. CORPORATION S.A.: A developer of high performance and energy efficient powertrains – a new supplier to the 2013 F.I.A. Formula One Championship

– P.U.R.E. will use Formula One as a test bed for high performance environmentally friendly propulsion technologies –

P.U.R.E. (Propulsion Universelle et Recuperation d’Energie) has been established to respond to growing demand for cutting edge, exceptionally efficient and high performance powertrains. Formula One has been identified as the ultimate proving ground to evolve propulsion technologies applicable to a broad range of industries, including marine, aerospace, automotive and defence.

P.U.R.E. has been established by chief executive Craig Pollock, previously founding partner and team principal of Formula One’s British American Racing (B.A.R.) team. He has recruited a world-class team of management and technical partners. A key adviser has been Christian Contzen, the architect of Renault’s success in Formula One during the 1990s. Robin Southwell has been appointed non-executive chairman.

P.U.R.E.’s technology partners are TEOS, Mecachrome, D2T and IFP Energies Nouvelles (IFPEN), highly qualified specialists in powertrain design, prototyping and manufacturing, and France’s leading developers of new and more efficient fuel technologies.

Radical changes to powertrain regulations for Formula One were ratified by the Fédération Internationale de l’Automobile (F.I.A) World Motorsports council in December 2010. The new rules, aimed at drastically reducing fuel consumption without hindering performance, illustrate the will of the F.I.A and Formula One’s participants to be more environmentally conscious. The new regulations present an ideal opportunity for P.U.R.E. to capitalise on Formula One’s status as a proving ground for new technology and demonstrate its expertise in high performance eco-friendly powertrains.

Craig Pollock commented: “The vision for P.U.R.E. is to be a leader in the development of the next generation powertrain technology which must respond to the demands for a cleaner environment. The 2013 Formula One powertrain regulation changes offer P.U.R.E. an immediate platform to field test and validate future technologies for implementation in other industries. We have assembled an expert team, the finest technology partners and have received positive encouragement from the F.I.A.”

Jean Todt, president of the F.I.A. said, “We welcome P.U.R.E. to Formula One. The rule changes for 2013 have been developed to provide lower cost, greener and more fuel efficient technologies for Formula One. We wish P.U.R.E. every success in developing powertrains compliant with the new F.I.A. regulations.”

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Media contacts:

Tom Nutt/Lizzie Linton/Becky Roberts
The Communication Group plc
+44 (0)20 7630 1411
+44 (0)7775 686 706
+44 (0)7775 670 576

TNutt@thecomunicationgroup.co.uk
LLinton@thecomunicationgroup.co.uk
BRoberts@thecomunicationgroup.co.uk

Notes to editors:

Biographies of key P.U.R.E. personnel:

Craig Pollock

Craig Pollock is CEO and Founder of P.U.R.E. He began his career in Formula One in 1993 as manager for driver Jacques Villeneuve, who won the 1997 Formula One world championship. In 1998, Craig established Formula One team British American Racing with Villeneuve as lead driver. He remained manager of Villeneuve until 2008. In 2003, Pollock formed CART team PK Racing. Craig remained as co-owner of the team until 2004.

Robin Southwell

Robin Southwell is non-executive chairman of P.U.R.E. He has had a career in aerospace and defence spanning some 30 years and is currently CEO of EADS UK. He brings considerable experience of managing complex engineering challenges and delivering strategies in intense business environments often within a demanding international dimension. He sits on numerous UK industry and aerospace committees such as the CBI President's committee and the board of the Farnborough International Airshow. He was appointed OBE in 1999.

Christian Contzen

Christian Contzen is Consultant to the board of P.U.R.E. and architect of Renault's success in Formula 1. He joined Renault in 1960 and held the positions of dealership director, commercial director and marketing director, before becoming managing director of Renault Sport in 1991. During this time he led the operation through the successful years with the Williams Formula One team, winning the world championship with Nigel Mansell, Alain Prost, Damon Hill and Jacques Villeneuve. Christian also

played a major part in providing engines to the world championship-winning Benetton team in 1995.

Jean-Pierre Boudy

Jean-Pierre Boudy is a senior design engineer for TEOS and an expert in 4 cylinder turbo charged engines, having been responsible for all Renault Formula One engines in the '70s and '80s. He worked with Bernard Dudot on the Formula One Renault engine prototype which made its race debut in 1977. Jean-Pierre went on to run the engine research and development department for Renault Sport, before moving to Peugeot Talbot Sport as head of the engine department.

Background documents:

P.U.R.E. Corporation SA

Propulsion Universelle et Recuperation d'Energie (P.U.R.E.) Corporation SA is a newly formed organisation that will initially focus on taking advantage of the major changes in powertrain regulations for the 2013 FIA FI Championship season. The flagship on which to launch P.U.R.E. will be Formula One but the vision will extend to the research and development of energy solutions in the marine, automotive, aerospace and defence sectors.

The company has been established by Craig Pollock as CEO and incorporated in Switzerland.

TEOS

TEOS Powertrain Engineering was formed by Mecachrome and D2T Powertrain Engineering and launched in January 2011. TEOS combines D2T's capabilities and know-how in powertrain testing and calibration, with the production and industrialization expertise of Mecachrome to offer a complete range of powertrain engineering services, from design to industrialisation.

Their expertise is in powertrain design and prototype production to the OEM and sport automotive industry, as well as the heavy duty and aerospace industries. The technological focus of TEOS Powertrain Engineering is internal combustion powertrains (gasoline and diesel), electric and hybrid powertrains, and gear boxes.

D2T is a subsidiary of IFP Energies nouvelles whose mission is to provide new technologies and materials in the fields of energy, transportation, and the environment.

Mecachrome

Mecachrome, located in France, is focused on design, engineering, production and assembly of high precision complex components for the aerospace, automotive, heavy duty, defence and energy industries. Mecachrome's offer includes components for aerostructure, aircraft engines, premium automotive engines and racing engines.

Mecachrome has production facilities in France, Canada and Morocco and has more than 1400 employees around the world.

IFP Energies Nouvelles

IFP Energies nouvelles is a world-class public-sector research and training centre, aimed at developing the technologies and materials of the future in the fields of energy, transport and the environment. It provides public players and industry with innovative solutions for a smooth transition to the energies and materials of tomorrow – more efficient, more economical, cleaner and sustainable.

IFP Energies nouvelles fosters knowledge transfer between long-term fundamental research, applied research and industrial development. It is funded both by a French government budget and by resources provided by private French and foreign international partners. It has three locations in France; Paris, Lyons and Pau.

2013 FIA Engine Regulations

For full details of the changes to the engine regulations for the 2013 season please refer to the FIA. In brief, the changes amount to a reduction in engine capacity to 1.6 litres and four cylinders, the return of forced induction (turbo or supercharging) and the application of hybrid technologies.