

**For Immediate Release
Advanced Biofuels USA
507 North Bentz Street
Frederick, MD 21701
301-644-1395**

For more information: Joanne Ivancic, Executive Director

Advanced Biofuels USA Urges Advanced Biofuels Industry to Follow NASCAR/Growth Energy Lead by Way of American Le Mans Series

Advanced Biofuels industry leaders should use the unique Green Racing focus of the American Le Mans Series to promote and advocate for the adoption of advanced biofuels according to Bob Kozak, Senior Green Racing Editor and founding board member of Advanced Biofuels USA in an opinion piece published today on AdvancedBiofuelsUSA.org.

This week American corn growers, Growth Energy, and NASCAR came together to announce NASCAR's decision to "go green" by using corn ethanol E15 in its Nextel Cup series in 2011. A small step for mankind perhaps, but it pales when compared to the testing and adoption of innovative green automotive technologies in the American Le Mans Series races where cellulosic E-85 is becoming the norm.

Kozak urges the advanced biofuels industry to emulate the moves of Growth Energy and American Ethanol and use automotive racing, which boasts the largest audience of any sport both in the US and worldwide, to educate the public on the benefits of American grown 2nd and 3rd generation non-food biofuels.

Buttressing his arguments with demographic statistics from a Nielsen survey conducted for ALMS, in addition to the cost-effectiveness of this approach, Kozak focuses on the enthusiasm of the ALMS audience for new technologies as they make their public debuts.

For example, for ALMS fans,

- Average household income held from 2008 to 2010 at \$120,000/year, and
- Fans in the 25-34 age group and 18-34 age group, the "Money Demographics" doubled from 2008 to 2010.
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The survey also found that ALMS fans wanted car manufacturers to be innovative and were willing to be early adopters.

- 90% said it was important/very important for car manufacturers to develop technology through racing, and
- A majority (52%) were willing to pay premium for that technology.

Illustrated with photos of 2010's stars, a PDF of the article is also available.

<http://advancedbiofuelsusa.info/win-on-sunday-sell-on-monday-why-the-advanced-biofuel-industry-needs-to-embrace-real-green-racing-the-american-le-mans-series>

And <http://advancedbiofuelsusa.info/wp-content/uploads/2010/12/Why-Biofuel-Industry-Needs-ALMS-Final.pdf>