A Platform to Drive Environmental Change

ENDURANCE SPORTSCAR RACING

IMSA
INTERNATIONAL MOTOR SPORTS ASSOCIATION

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IMSA Platform to Drive Environmental Change

IMSA is driven to deliver cost-effective, entertainment-driven sports car racing that is sustainable and provides our partners with a proving ground for their advanced technology and a showcase to influence consumers.

Sustainable competition is a team sport. No single team or manufacturer can do it alone. We at IMSA take our responsibility as the sanctioning body extremely seriously, working to validate our approach with the EPA, DoE, and all our participating OEMs and Technology Partners.

A vibrant ecosystem is the best approach to enable us all to use the IMSA Platform to further our collective sustainability efforts.

Through these efforts, we execute practical environmental initiatives embedded into our core business in three critical ways:

- Through technical regulations, we specify regenerative hybrid technology for our top class of endurance sports cars in GTP without sacrificing performance, working in partnership with our OEMs and component providers.
- Also, through our technical and sporting regulations and in partnership with our consumable/energy partners, we source products with increasing use of renewable materials and decrease pit lane consumption rates.
- Lead by example by equipping our transporters with solar panels to power our paddock, and providing VIP track experiences using electric vehicles.

Today's world is complex and needs sustainable innovation. IMSA – North America's most technologically advanced endurance sports car racing series – is the ideal platform and proving ground for the automotive industry.

As president, I'm committed to continued innovation in this area, not just next week or next month, but also to help advance industry opportunities over the mid-to-long term—this influences our sporting and technical regulations and how we lead by example.

For everyone at IMSA, our environmental considerations are an approach baked into our business that shapes how we operate, how we go racing, and how we help influence our industry and fans.

John Doonan President, International Motor Sports Association

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ELECTRIFICATION OF RACE CARS

Integration into Competition



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Hybrid Collaboration in a New Motorsports Era

The development of hybrid technology in IMSA GTP race cars represents a thrilling narrative of progress where speed and efficiency coexist. This new era of motorsport is captivating the imagination and propelling us towards a cleaner, greener future on and off the track. As the automotive industry embraces sustainability, IMSA technology partnerships are accelerating the development of components and systems for electrified drives.

ACURA

PORSCHE

CADILLAC RACING

BMW M

LAMBORGHINI SQUADRA CORSE

"The Project GTP Hypercar is a unique convergence of form and function and showcases Cadillac's future performance aesthetic from the upcoming race car to amazing production vehicles."

Chris Mikalauskas, Exterior Designer, Cadillac



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"The insights from our work in motorsports apply across our Mobility Solutions portfolio as technologies move from racetracks to the streets"

Jacob Bergenske, Director of Motorsport
Bosch, North America



A Revolutionary Race Car

Race days, exciting no matter the car or series, hum with different energy now. With IMSA's re-launch of the GTP class, we see a historic collaboration that transforms racing into an intelligent and sustainable experience. Fans and partners alike are thrilled to see these new technologies in action.

A hybrid car's unique ability to utilize internal combustion and an electric motor capitalizes on energy lost from other systems, deployed from a specialized battery during acceleration.

- Every GTP race car runs the same hybridized electric motor, gearbox, and battery system.
- Bosch's spec hybrid system is flexible, scalable, equitable, and durable, ensuring adaptability, future power increases, a level playing field, and longevity.
- GTP cars can harvest energy into WAE's high-rate charge/discharge batteries.
- Bosch contributes software, application, and telemetry expertise to enhance safety and performance in GTP.
- Hybrid battery behavior offers more dynamic control and modeling of systems than traditional BEV vehicles, proving an exciting platform for further system development.

Together, Bosch, WAE, and IMSA are shaping the future of motorsports, where power, sustainability, and groundbreaking technology merge seamlessly.

WAE A Fortescue Company BOSCH

"The battery pack for the GTP cars is about packing the biggest punch into the smallest package with a very high charge and discharge rate. Working with the constraints of cost-effectiveness and reliability, we still managed to get state-of-the-art technology baked in."

Doug Campling, Head of Motorsport, WAE

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RENEWABLY SOURCED CONSUMABLES

Reducing Impact Race by Race



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Innovations in Tires & Fuel

IMSA's adoption of advanced hybrid car technology is coupled with an increased focus on using renewable consumables like fuel and tires. These cutting-edge products deliver unparalleled performance on the track and contribute significantly to the global movement for a greener future.

Michelin and VP Racing Fuels contribute significantly to sustainability in motorsports. These efforts are centered on a commitment to people, protection of the planet, and profits based on sound financial decisions.

For example, Michelin's tire technology and materials advancements reduce waste on track and off. As importantly, today's race tires are manufactured with renewable and responsibly sourced materials.

- By 2050, all Michelin tires will be made of 100% sustainable materials (currently 30%).
- Today's race tire comprises renewal and reclaimed material compounds, including sunflower oil and responsibly sourced natural rubber.
- Endurance race teams use 30% fewer tires, running sets for double stints while still performing at competitive levels.

Similarly, VP Racing Fuels currently provide 80% renewable fuel: 64% 2nd generation biofuel (non-food biomass) and 16% 1st generation biofuel. An additional target of 100% 2nd generation biofuel is set for as soon as 2025

The IMSA platform provides manufacturers real-time data opportunities while achieving significant advances in environmentally responsible motorsport.

"Motorsports is our development lab and test and tune platform".
Jason Anzalone, Michelin, North America Motorsports Director

POWERING THE PADDOCK

Harnessing Solar Energy



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Sustainable Race Paddocks

Our IMSA Konica Minolta Business Center and track operations maximize utilization of clean and renewable energy to power essential functions.

Race days require an immense trackside infrastructure. At IMSA, we recognize these “motorsports villages” as an additional opportunity for environmental stewardship. We have actively embraced solar energy solutions to create a more sustainable and eco-friendlier race paddock. By leveraging solar power for various operations, from technical support to hospitality areas, we reduce our environmental impact while providing an elite motorsports experience.

Technical Operations and Charging Infrastructure:

Our Technical Ops team has installed solar panels on the IMSA Konica Minolta Business Center, utilizing clean and renewable energy to power essential functions.

A dedicated charging station supports the increasing number of electric vehicles used during Hot Laps, a popular attraction for VIP guests.

Thanks to solar energy, the hospitality area can operate 100% off the grid throughout race weekends.

Real-Time Trackside Energy Reduction

We are transitioning our trackside timing, scoring systems, and pit lane lights to rely on low-consumption lithium batteries. This shift minimizes the need for conventional power sources.

Looking ahead to the 2024 season, we will explore a centralized battery storage unit for paddock operations, allowing teams to consolidate their energy usage and optimize efficiency. Along with increased partner and manufacturer collaboration, the carbon footprint of a race weekend will be significantly reduced.



“We’re exploring sustainability options and solutions to help our teams and events. Sustainability is a pillar of IMSA, and we will continue implementing newer and better initiatives to continue our position as the leader in ‘Green Racing’.”

David Pettit, Senior Vice President, Marketing and Business Operations

A PLATFORM FOR INSPIRATION

Community Matters

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Engaging Consumers

Innovation in motorsports is not new, but the advent of greener technologies proves that advancements can serve a greater community. This is why agencies such as the EPA, DOE and SAE have partnered with IMSA for over a decade. They recently initiated a revised IMSA Sustainability Program that adheres to the Green Racing program.

As a technologically advanced platform, we seek to engage and educate our fans in an immersive, practical application of these exciting developments. The GTP class demonstrates to consumers how green race technology applies to the cars they can buy and drive. IMSA fans are 40% more likely than the general public to buy electrified vehicles.

Racing fans have always been inspired by drivers and cars that push the limit. As we integrate more and more environmentally responsible methods, materials, and structures, IMSA maintains that spirit of possibility. We continue to show fans that next-level ingenuity, speed, and performance are possible – with less impact on our shared world.



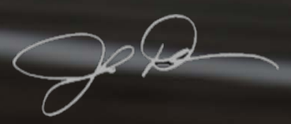


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Solving complex environmental problems requires a knowledge bank of talented people to bring forward the best ideas from the collective.

We cannot do it alone, so we partner with the world's most advanced mobility partners who support our intent to deliver sustainable outcomes for their end customers.



John Doonan President, International Motor Sports Association