



FOR IMMEDIATE RELEASE

Media Contacts: Julie Loignon
Office: 512.536.1457
Julie.Loignon@CircuitofTheAmericas.com

Colin Rowan
Pike Powers Lab
Office: 512.222.9603
media@pikepowerslab.com

Circuit of The Americas™ to work with Pike Powers Lab on energy and transportation technologies and innovations

University of Texas-based group to conduct R&D programs and product testing at Austin's Formula 1® circuit

AUSTIN, Texas (May 21, 2013) – Circuit of The Americas today announced that it has entered into an agreement with the **Pike Powers Laboratory and Center for Commercialization** to conduct research, development and commercialization activities for a number of environmentally focused projects at the Circuit's 1,500-acre sports and entertainment complex in Central Texas. The Pike Powers Lab is operated by **Pecan Street Inc.**, a premier research institute based at **The University of Texas at Austin**. The Pike Powers Lab began operations in April; its official grand opening will take place in June.

Through the agreement, which spans two years and can be renewed annually, the Pike Powers Lab will use Circuit of The Americas' property and permanent structures to conduct testing, research and development on innovations such as automotive fuel efficiency, electric vehicles, natural gas fuel cells, advanced batteries, energy-management and device-management systems, solar power and urban wind systems. The Pike Powers Lab is the country's first facility that conducts development, testing and validation for companies and university faculty students of applications incorporating metrology, building controls, solar PV, natural gas fuel cells, machine-to-machine, vehicle charging, consumer electronics and disaggregation technologies. As part of the project, Pike Powers Lab officials will install an energy measurement system at Circuit of The Americas, which will be financed by the Circuit and monitored by lab researchers.

"Circuit of The Americas is committed to help launch and fund important, clean technology research and development projects, and our large, world-class venue provides the perfect laboratory setting to test these innovations," Circuit President and Chief Executive Officer Steve Sexton said. "Pecan Street has distinguished itself nationally in the areas of energy management, fuel efficiency and low-carbon emissions research and development, and it's backed by one of the country's premier engineering schools, the Cockrell School of Engineering at the University of Texas. We are excited to begin this project and see what great things will come from testing new products and technologies designed to make our cars, homes, schools and businesses more energy efficient."

"Our agreement with Circuit of The Americas will provide the innovative companies and University of Texas faculty and students who conduct testing at the Pike Powers Lab a tremendous opportunity to extend their testing and product development into one of the world's most dynamic commercial venues," Pecan Street President and Chief Executive Officer Brewster McCracken said.



“The Pike Powers Lab is an incredibly sophisticated R&D testing facility, and now it’s even more high-powered,” said Scott Hinson, lab director at the Pike Powers Lab. “By providing access to its complex for on-site testing, Circuit of The Americas has added significant capacity to support the innovation, ambitions and commitments of energy entrepreneurs and university faculty and students.”

Areas of Circuit of The Americas that will ultimately be involved in testing, research and development include the facility’s pit/paddock building, main grandstand, event center, medical building, paddock areas, parking lots and internal roadways, Circuit of The Americas Blvd., and the venue’s 3.4-mile racetrack.

About Circuit of The Americas

Circuit of The Americas is a world-class destination for premium sports and entertainment. It is the first purpose-built Grand Prix facility in the United States designed for any and all classes of racing, from motor power to human power, and is home to the FORMULA 1 UNITED STATES GRAND PRIX while also hosting MotoGP™, V8 Supercars™, GRAND-AM Road Racing™, American Le Mans and the FIA World Endurance Championships. The Circuit of The Americas’ master plan features a variety of permanent structures designed for business, education, entertainment and race use. Its signature element is a 3.4-mile circuit track. Other support buildings include the Austin360 Amphitheater, an expansive outdoor live music space; an iconic 251-foot, 25-story tower with observation deck; an events and conference center; a banquet hall; and a state-of-the-art medical facility. For more information and downloadable video, audio and photos, visit: www.CircuitofTheAmericas.com, www.Austin360Amphitheater.com or the Circuit’s dedicated FTP site, media.circuitoftheamericas.com.

About the Pike Powers Laboratory and Center for Commercialization

With nearly 80 TB of high-speed Dell computing systems and sophisticated National Instruments, Schneider and Intel product testing equipment, the Pike Powers Laboratory and Center for Commercialization offers specialized capabilities for companies developing, testing and validating a wide range of consumer electronics and applications that incorporate metrology, building controls, solar PV, natural gas fuel cell, machine-to-machine, vehicle charging and disaggregation technologies. For more information, visit www.pikepowerslab.com.

The lab is owned and operated by University of Texas-based Pecan Street Inc. Pecan Street’s research division, the Pecan Street Research Institute, is the nation’s most significant generator of original customer energy use and behavioral research data that can be shared with researchers, and it operates the nation’s most data intensive field trials open to researchers and member companies. Modeled on pharmaceutical clinical trials organizations, the Institute specializes in conducting research trials in the homes and businesses of volunteer customers to advance research in three critical public interest areas: climate change solutions, electric and gas system reliability, and customer needs and preferences.

-END-