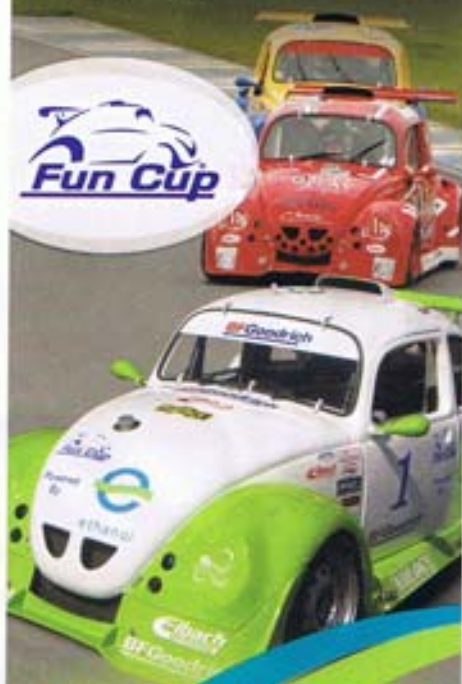


# E85 ETHANOL POWER & RELIABILITY!

The Fun Cup® Series runs on E85 Ethanol in endurance races up to 25 hours long, and relies on the power of the **clean, green, renewable** fuel to win races.

For greater performance and reliability in your car, use what the endurance racers use: America's Flex-Fuel - E85.



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THE  
SPIN



**Cleaning up** VFR may have been dirty, but the Jetta field hitting the track for the opening round of the SCCA Volkswagen Jetta TDI Cup wasn't. VW selected all drivers for the series, running on "clean" diesel.



## ALTERNATIVE ROCKS

GM pushes NASCAR to climb onto the alternative fuels bandwagon that's sweeping motorsports

Could NASCAR soon be ready to join the American Le Mans and IndyCar Series in racing on alternative fuels? There have been no official moves as yet from the stock car sanctioning body, which only began to switch to unleaded gasoline in 2006, but General Motors has gone on record in stating its preference for NASCAR racing to go in that direction.

"We're pushing hard - we probably are the instigators a little bit," said Brett Dewar, GM's vice president of field sales, service and parts, at

Texas Motor Speedway in April. "We believe in green racing, and we believe it is very appropriate to do that. We believe it's time. We think racing can also be green, and we would like it to be biofuels."

GM recently began fueling its factory-backed Corvettes with "greener" cellulosic ethanol in the ALMS, and is investing in a Boston-based company that is developing ways to produce ethanol economically from nonfood plant matter, rather than traditional corn-based sources.

## RESPECTFULLY DISAGREEABLE



Spain's F1 fans were on good behavior toward Alonso-foil Lewis Hamilton and his McLaren team at the Spanish Grand Prix, limiting their shows of disapproval to good-natured razzing.



## GOING GREEN

# FUN CUP IS AFFORDABLE, ECO-FRIENDLY RACING

Perhaps the single greatest obstacle facing people who want to get into racing is cost. Once you combine the cost of the actual car with things like spare parts, a hauler, tools, pit equipment, uniforms, tires, fuel, hotel reservations and other various expenses, you can find yourself deep into the seven-figures range – and sponsorship will only cover so much of those expenses. And, after all that, there's no guarantee that you, your family or your friends will be having the time of your lives. Even as a front runner, paying the bills and the sheer hard work can rapidly turn a passion or hobby into a job.

So, is truly affordable racing that lets you focus on having fun a utopian pipe dream? Not if the folks at Fun Cup have anything to say about it. And, thanks to cars that run on E85 ethanol, Fun Cup is eco-friendly to boot.

The series draws on the same successful formula that has been around in Europe for the last decade, right down to the mid-engined, Bug-bodied "silhouette racers" used over there. The cars are powered by sealed 2-liter Volkswagen four-cylinder engines putting out 150hp, running on the aforementioned E85 (85% ethanol, 15% gasoline).

So why use E85 when just pure gasoline would be adequate?

"I hate giving this explanation," laughs Fun Cup President Greg Clough says with, "but it's a true story. I was on a plane coming from Europe to the U.S. to set up the series, and one of the in-flight movies was *An Inconvenient Truth*. So I watched it and it sort of struck a chord. I thought, 'I have a chance to have a positive impact on more than just one person.' I was setting up the series, so I thought, 'Let's use an alternative fuel. Let's try to be a little more carbon-neutral in our sport, because motorsport is generally seen as a nasty thing from an environmental standpoint. I wanted to turn that around.'"

That's all well and good, but what do the participants, sponsors and other people make of this back-to-basics series?

"Everyone seems to like the fact that we're a different series," says Clough. "We're running a different fuel, and we're going

racing in a different way. We don't focus on lap times or anything apart from the enjoyment of the participants."

With a business model that has one foot in the past (close, affordable and fun racing with an old-looking car) and one foot in the future – using a renewable fuel that reduces emissions and our dependence on oil – Fun Cup appears to have got itself the perfect blend.



ethanol