For Immediate Release
January 5, 2004

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* * * MEDIA ADVISORY * * *

Governor Rick Perry and Austin Mayor Will Wynn Kick Off Energy, Environment & Transportation Panel Discussion Forum at Challenge X Winter Workshop

Area Business, Government and Education Leaders Discuss Future of Sustainable Mobility

What:

Freescale Semiconductor and National Instruments will host a town hall meeting-style discussion forum that will consist of a moderator, introductory speakers and expert panelists as well as representatives from the advanced vehicle technology competition, *Challenge X*: *Crossover to Sustainable Mobility*. The goal of the forum is to stimulate conversation from a wide range of viewpoints on issues related to energy dependency and vehicle emissions. Panelists hail from various fields, including local government, education, environmental and industry organizations, and will be responding to questions about the issues the Challenge X program aims to address.

Who:

Keynote speakers: **Texas Governor Rick Perry**
Austin Mayor Will Wynn
Scott Anderson, President and COO of Freescale Semiconductor
Pete Zogas, Senior Vice President of National Instruments

Panelists include representatives from: the U.S. Department of Energy, General Motors North America, the Texas General Land Office Alternative Fuel Program, the Texas Commission on Environmental Quality, the CLEAN AIR Force of Central Texas, the Austin Capital Area Planning Metropolitan Planning Organization, Austin Biofuels, UT-Austin, Freescale Semiconductor, National Instruments and others.

Students and faculty from the 17 universities competing in this year's Challenge X advanced vehicle technology competition will be attending the event.

When:

Thursday, January 6, 2004
Panel discussion begins at 9:30 a.m. CST

Where:

Freescale Semiconductor – Parmer Lane
7700 West Parmer Lane
Austin, Texas 78729

Background:

Challenge X is a unique three-year program that brings together the resources of industry, government, and academia in a cooperative effort to address important environmental and energy-related issues. Teams mimic the General Motors' Global Vehicle Development Process to model, design, build and integrate vehicles with cutting-edge advanced automotive technologies and alternative fuels that minimize total environmental impact and help build a sustainable transportation future. By applying proven methods for engineering successful prototype vehicles, students learn real-world engineering skills that will make them highly valuable to the automotive community and the engineering industry. Additional information about the Challenge X program is available on the Web at http://www.challengex.org.

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