



September 9, 2007

FIA President to Deliver Keynote Address

Max Mosley, President of the Fédération Internationale de l'Automobile, motor sport's world governing body, will deliver the Keynote address to open the 2007 Motor Sport Business Forum.

Mosley will offer an invaluable insight into the future of the FIA Formula One World Championship, which is set for the introduction of new ecologically-friendly regulations over the next few years.

Mosley said: "I'm pleased to return to the Forum to deliver the keynote address. Since its inception the event has provided an important arena for motor sport's commercial community and I'm happy to play my part in helping them gain an understanding about the future direction of the FIA Formula One World Championship. It is a direction that will infuse the sport with more power and excitement while eventually helping all car users to conserve energy and improve fuel consumption."

Forum founder Simon Berger added: "I'm delighted to welcome Max Mosley back to our event. The feedback we received from delegates last year, especially sponsors and agencies, was that the FIA President's speech was a major highlight. They felt that the understanding they gained about the governance of Formula One and the direction the sport is going was particularly valuable."

This year's Forum is set to be the most high-profile event yet with virtually every Formula One team and team principal lined up to take an active role in the conference programme. They will be joined by representatives from all of the other major motor sport championships including the FIA World Rally Championship, FIA World Touring Car Championship, MotoGP and Nascar.

Pau Serracanta, Managing Director of Dorna Sports, which runs the MotoGP championship, also recently confirmed his participation in the conference programme.

The Forum takes place on 5-6 December 2007 at the Grimaldi Conference and Exhibition Centre in Monaco.

Please click here to download the full conference program.

For further information please go to www.motorsportbusinessforum.com