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FOR IMMEDIATE RELEASE

Progressive Insurance Automotive X PRIZE Concludes On Track Competition Events; Announces Teams Advancing to the Validation Stage

Nine Vehicles from Seven Teams Continue in their Pursuit of a Multimillion Dollar Prize for Super Fuel-Efficient Cars

BROOKLYN, MICH. (July 27, 2010) -- The Progressive Insurance Automotive X PRIZE, a \$10 million competition to inspire a new generation of super fuel efficient vehicles, announced today the Finalist teams who have survived all on-track testing at Michigan International Speedway (MIS), and who now move into a Validation stage before prize money will be awarded this September.

What began as a field of 136 vehicles from 111 teams has now been narrowed to an elite group of nine vehicles from just seven teams that have proven they can meet the strictest requirements of this competition, including the ability to achieve at least 90 MPGe on the way toward the ultimate 100 MPGe requirement and to survive grueling dynamic safety and range tests. The teams represent a wide variety of backgrounds that include emerging start ups, entrepreneurs and universities from around the world. All have proven that they can more than handle a variety of very difficult real-world scenarios.

Finalists were required to pass a repeat of technical inspections and on-track Efficiency, Range and Dynamic Safety events conducted by the competition's technical team and auto test engineers from partner *Consumer Reports*.

"These finalists highlight true innovation in fuel efficiency, and prove that their vehicles have the ability to withstand strict safety, performance and emissions requirements. These cars redefine what is possible and set a new standard of efficiency that promises to revolutionize the industry," said Eric Cahill, Senior Director of the Progressive Insurance Automotive X PRIZE.

"Congratulations to the finalist teams – it's clear that they are pushing the envelope in terms of automotive innovation," said Brian Silva, Progressive's Chief Marketing Officer. "Their breakthroughs will spur greater choices in fuel-efficient cars that everyone can afford."

Team standings and vehicle performance details are available at <http://www.progressiveautoxprize.org/team-central>. The following is a complete list of remaining teams, along with the class in which they compete and their fuel type:

Mainstream Class (Two vehicles, one team)

- Edison2, Very Light Car #97 (Charlottesville, VA), Internal Combustion Engine
- Edison2, Very Light Car #98 (Charlottesville, VA), Internal Combustion Engine

Alternative Class – Tandem (Two vehicles, one team)

- X-Tracer, E-Tracer #72 (Switzerland), Battery Electric
- X-Tracer, E-Tracer #79 (Switzerland), Battery Electric

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Alternative Class – Side-by-Side (Five vehicles, five teams)

- Aptera, Aptera 2e (San Diego, CA), Battery Electric
- Li-ion Motors, Wave II (North Carolina), Battery Electric
- RaceAbout Association, RaceAbout (Finland), Battery Electric
- TW4XP, TW4XP (Germany), Battery Electric
- ZAP, Alias (Santa Rosa, CA), Battery Electric

A Combined Performance and Efficiency Event will take place at Michigan International Speedway today to serve as the tie-breaker for the Alternative Class vehicles with side-by-side seating that go on to pass Validation Stage testing.

Tata Motors (Coventry, UK) was unable to present their Indica Vista EVX vehicle for the Range Test due to a technical issue. Although they will not be advancing, Tata will demonstrate their vehicle in tomorrow's Combined Performance and Efficiency Event, as will Amp's amp'd Sky (Cincinnati, OH), Commuter Cars' Tango (Spokane, WA), Spira's Spira4u (Carrollton, IL/Banglamung, Thailand), and Western Washington University's Viking 45 (Bellingham, WA).

Validation is the final technical event in the Progressive Insurance Automotive X PRIZE. Finalists in both the Mainstream and Alternative classes will undergo dynamometer testing under controlled laboratory conditions at Argonne National Lab facilities. The car in each class that exceeds 100 MPGe, meets the emissions and performance requirements, and, in the case of a tie, completes the Combined Performance and Efficiency challenge with the fastest time, will win. The \$10 million prize purse will be presented at an Award Ceremony on September 16, in Washington, D.C.

For more information, please visit www.progressiveautoxprize.org or email progressiveautopress@xprize.org.

ABOUT THE PROGRESSIVE INSURANCE AUTOMOTIVE X PRIZE

The goal of the Progressive Insurance Automotive X PRIZE is to inspire a new generation of viable, super fuel-efficient vehicles that offer more consumer choices. Ten million dollars in prizes will be awarded to the teams that win a stage competition for clean, production-capable vehicles that exceed 100 Miles per gallon or energy equivalent (MPGe). The Progressive Insurance Automotive X PRIZE will place a major focus on efficiency, safety, affordability, and the environment. It is about developing real, production-capable cars that consumers will want to buy, not science projects or concept cars. This progress is needed because today's oil consumption is unsustainable and because automotive emissions significantly contribute to global warming and climate change. The ten million dollar purse and partial funding for prize operations was provided by Progressive Insurance. Additional major funding for education, outreach, and technical operations was provided by \$9 million in grants from the U.S. Department of Energy. Additional funding for prize operations was provided by Cisco and private donors. For more information about the Progressive Insurance Automotive X PRIZE, please visit www.progressiveautoxprize.org or email progressiveautopress@xprize.org.

ABOUT PROGRESSIVE:

Progressive, founded in 1937, is one of the country's largest auto insurance groups and a leading insurer of motorcycles, recreation vehicles, boats, and commercial vehicles. The Company offers competitive rates and innovative products and services that meet drivers' needs throughout their lifetimes as well as 24/7 online and in-person customer and claims service. One of Progressive's Core Values is Excellence. To the Company's more than 24,000 people, it simply means seeking constant improvement. Over time, this has meant introducing revolutionary ideas that make car insurance easier to shop for, buy and use. It's this same innovative spirit that's behind the Company's sponsorship of the Progressive Insurance Automotive X PRIZE. The Progressive Insurance Automotive X PRIZE will inspire innovation that will produce more fuel efficient vehicle choices, helping to make a difference in people's lives. Progressive's products and services are available locally through more than 30,000 independent insurance agencies in the U.S., online at <http://www.progressive.com>, and by phone at 1-800-PROGRESSIVE (1-800-776-4737).

ABOUT THE X PRIZE FOUNDATION

The X PRIZE Foundation is an educational nonprofit prize institute whose mission is to create radical breakthroughs for the benefit of humanity. In 2004, the Foundation captured world headlines when Burt Rutan, backed by Microsoft co-founder Paul Allen, built and flew the world's first private vehicle to space to win the \$10 million Ansari X PRIZE. The Foundation has since launched the \$10 million Archon X PRIZE for Genomics, the \$30 million Google Lunar X PRIZE, and the \$10 million Progressive Insurance Automotive X PRIZE. The Foundation is creating and conducting competitions in four prize groups: Exploration (Space and Oceans), Life Sciences, Energy & Environment, and Education & Global Development. The Foundation is widely recognized as the leader in fostering innovation through competition. For more information, please visit www.xprize.org.