



Riley Going for Ten At Daytona

Riley Technologies takes on Daytona Prototype, Rolex Series GT, and Continental Tire Challenge competition to open 2011

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Mooresville, NC (25 January 2011)—Riley Technologies will pursue an unprecedented seventh consecutive overall race victory in the Rolex 24 At Daytona this weekend at Daytona International Speedway. Should the effort prove successful, it would also mark the tenth victory in fifteen years for a Riley-designed machine in the huge endurance event. With 75 wins in the category, the Riley Technologies MkXI and XX Daytona Prototype designs have been a dominant force in GRAND-AM Rolex Sports Car Series competition.

Riley Technologies will also be targeting another run to victory lane with the firm's Rolex Series GT Class design, which has seen SpeedSource Engineering take the Mazda RX-8 to victory lane twice (2008, 2010) the the last three Rolex 24 events. SpeedSource will also be bringing the added momentum that winning the 2010 GRAND-AM Team and Driver championships adds to the effort for the season-opening event, while Turner Motorsport will look to make the most of their Rolex Sports Car Series sophomore season by making a fast start at Daytona with the Riley-based BMW M3 machine.

The Daytona weekend will also mark the opening race of the 2011 Continental Tire Sports Car Challenge championship. The Riley Camaro, which ran its first full season of competition in the category last season, made significant progress during the year by winning its first pole, leading laps, and twice finishing on the podium. With five different Camaro machines entered in Friday's GRAND-AM 200, that continued upward mobility is expected to continue.

While much of the attention will naturally gravitate to the action on the track through the grueling race weekend, race winners all rely on the work that goes on off of it. With Riley Technologies supporting twelve Daytona Prototype entries, eleven GT-Class machines, and five Camaros in Continental Tire Challenge competition, that could not be more true as the weekend marks the culmination of months of planning.

"The combined margin of victory in the last two 24's was less than one minute, which is just amazing in a 24 hour event," said Riley Technologies VP Bill Riley. "Our customers devote an incredible amount of planning and resources to this race, and we are proud of the success that they have had in such a competitive environment. Hopefully we can be part of another good weekend at Daytona to kick off the year."

The mid-engine Riley Tech Daytona Prototype, which was designed with the extensive use of Siemens PLM Software technology, will target an unprecedented eighth Rolex 24 At Daytona pole position in qualifying on Thursday afternoon, with Saturday's race slated for a 3:30 PM ET green flag.

For more information or questions, please contact: Bill Riley, (704) 663-6319 *302

Rolex 24 Hour Victories by Riley-designed machines:

1996	Riley & Scott MKIII-Olds	Doyle Racing (Riley Factory Team)
1997	Riley & Scott MKIII-Ford	Dyson Racing
1999	Riley & Scott MKIII-Ford	Dyson Racing
2005	Riley Mk XI-Pontiac	SunTrust Racing (Riley Factory Team)
2006	Riley Mk XI-Lexus	Ganassi Racing
2007	Riley Mk XI-Lexus	Ganassi Racing
2008	Riley Mk XI-Lexus	Ganassi Racing
2009	Riley Mk XI-Porsche	Brumos Racing
2010	Riley Mk XI-Porsche	Action Express Racing

For additional information:

www.rileytech.com

About Riley Technologies:

Riley Technologies has an extended legacy of success, developing competitive on-track products for the Rolex Sports Car Series, the American LeMans Series, the USAC Gold Crown Series, and the Japanese GT Championship Series.

About Siemens:

Riley Tech has long relied on Siemens PLM Software to help design and develop their race-winning machines. NX software, Siemens PLM Software's digital product development solution which includes computer-aided design, -manufacturing and -engineering (CAD/CAM/CAE) applications, is the preferred development software. NX Software was cited as a driving force behind Riley taking a sixth straight Daytona Prototype Manufacturers championship in 2009 before kicking the 2010 season off with a win at Daytona International.

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