



## Hummer and Micron to Document Rod Hall's 40th Running of the SCORE Baja 1000 Off-road Race

November 6, 2007 at 12:00 AM EST

**DETROIT and BOISE, Idaho , Tuesday, November 06, 2007** – To document Rod Hall's entry into his 40th SCORE International Tecate Baja 1000, HUMMER, Micron Technology, Inc., and Rod Hall Racing have partnered to equip Hall's Team HUMMER mini stock-class HUMMER H3 with innovative image sensor and advanced flash memory technology from Micron. This technology will record video from the vehicle as the action unfolds in the spectacular off-road race.

This year's SCORE Baja 1000 that begins Nov. 13 in Ensenada, Mexico, and travels down the entire Baja Peninsula, celebrates the 40th anniversary of the race and represents 40 years of competing in the contest for Rod Hall, 69, an off-road racing legend.

Hall's relentless and unflinching driving ability has earned him a record 18 career wins at the Baja 1000 and the distinction of being the only driver in history to win the Baja 1000 overall in a four-wheel drive vehicle. Moreover, Hall remains the only person to have raced in every Baja 1000 in a four-wheeled vehicle in the 40-year history of the event. Hall enters the 2007 competition with his son, Chad Hall, a five time Baja 1000 winner, and his son, Josh Hall, a three-time Baja 1000 winner.

To capture images of this racing celebration, Micron has outfitted the Halls' three HUMMER vehicles with Micron DigitalClarity™ image sensors and Lexar Professional CompactFlash™ memory cards to record and store video. Lexar Media is a Micron subsidiary.

"This is a special race for the Halls and Team HUMMER," said Martin Walsh, HUMMER General Manager. "We're honored that Rod Hall Racing has been competing and winning in stock-class HUMMER vehicles since 1993, and are proud to have the opportunity to partner with Micron Technology to document Rod's 40th running of the race."

In addition to Rod's H3, HUMMER and Micron will outfit Josh Hall's full stock-class 2008 H2 SUT and Chad Hall's full stock-class H3 Alpha with the same Micron technology, documenting the race as it unfolds for the entire Hall family, the winningest family in Baja 1000 history.

For Micron, having its technology again featured in the SCORE Baja 1000 is further testament to its durability and quality. "We competed in the SCORE Baja 1000 in 2006 to further test that our imaging and flash technologies would operate seamlessly in today's automotive, mobile phone, consumer electronic and computing devices," said Dean Klein, Micron vice president of Memory System Development. "Our technology performed wonderfully in those difficult conditions, and we continue to receive strong response from our automotive customers."

### More on Micron Automotive Imaging and Flash Memory Solutions

For Micron, the Baja 1000 offers another harsh environment to test the durability of its image sensors and flash memory cards. With its superior image quality, Micron is a leading supplier of CMOS image sensors in the technology industry today. The company's imaging technology can be found in a variety of applications from mobile phones and PC cameras to security and healthcare products. Micron also provides best-in-class image sensors to the automotive industry, with its image chips designed into backup camera, parking assistance, lane departure warning and several other safety navigation systems in various makes and models of automobiles worldwide.

Additionally, the NAND flash memory video recorders installed in the vehicles contain an 8 gigabyte Lexar Professional CompactFlash memory card. Trusted by professional photographers, the memory cards provide a high-speed, high-capacity removable storage solution that facilitates the ultimate performance in digital still and video recording equipment.

Additional information on Micron's automotive portfolio can be found on its website at [www.micron.com/applications/automotive/](http://www.micron.com/applications/automotive/). For more information about Lexar Professional memory cards, visit <http://lexar.com/digifilm/index.html>.

### About Team HUMMER

Team HUMMER was founded by legendary off-road racer Rod Hall in 1993. Since then, Rod and his sons Josh and Chad have compiled 11 class wins at the Baja 1000; and five BitD class championships. Team HUMMER competes with the H3 Alpha, H2 SUT and H3 in the stock class, which features production-based vehicles with stock frames, stock suspension designs and production-based engines. For more information about Team HUMMER, visit <http://www.rodhallracing.com/>.

### About HUMMER

HUMMER is a division of General Motors Corp. (NYSE: GM), the world's largest vehicle manufacturer, which employs about 321,000 people globally. HUMMER is one of the world's fastest growing truck brands, with a product line-up that consists of the H2, H2 SUT, H3 and the award-winning H3 Alpha. HUMMER models are available today in 37 countries around the world.

### About Micron

Micron Technology, Inc., is one of the world's leading providers of advanced semiconductor solutions. Through its worldwide operations, Micron manufactures and markets DRAMs, NAND flash memory, CMOS image sensors, other semiconductor components, and memory modules for use in leading-edge computing, consumer, networking, and mobile products. Micron's common stock is traded on the New York Stock Exchange (NYSE) under the MU symbol. To learn more about Micron Technology, Inc., visit <http://www.micron.com/>.

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