



News Release

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The ODYSSEY® Battery by EnerSys® Powers 2011 Dakar Rally Class-Winning Ford Raptor Team

READING, Pa., March 24, 2011 – The ODYSSEY® battery by EnerSys® powered the Ford Raptor Team's vehicle in the 2011 Dakar Rally, taking the Open Production Class win in the two-week, 9,618-kilometer off-road rally across South America. The team comprised of drivers Darren Skilton and Sue Mead, drove a Ford SVT Raptor 4x4 truck and held 40th place overall. Mead is the first American woman to be Driver of Record at a Dakar Rally, and is the first woman to win in an automotive class.

During the rally, the U.S. Ford Raptor Team passed dozens of vehicles with broken wheels, shredded tires, cracked windshields and failed motors, but they had very few mechanical issues. The Ford Raptor Team equipped its truck with non-stock tires, bead lock wheels, springs and racing shocks, but a pair of ODYSSEY® 75-PC1230 batteries and a high-performance synthetic lubricant were the only modifications to the engine.

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“We were looking for a premium battery that would be reliable under the punishing conditions of the Dakar Rally,” said photographer Chris Collard, media manager for the 2011 Dakar Ford Raptor Team. “ODYSSEY® batteries have a great reputation, and we were convinced that it would be the right battery for the Raptor Team when we saw its exhibit at a trade show in the fall of 2010.”

The 2011 Dakar Rally began in Buenos Aires on Jan. 1 and ended in Baraderos, Argentina, on Jan. 16, following a 9,618-kilometer course that took competitors from the Atlantic to Pacific coasts of South America and back again in a grueling, two-week off-road rally.

“We’re pleased to learn about the 2011 Ford Raptor Team’s success in their recent venture using EnerSys® ODYSSEY® batteries,” said Jason Searl, director of marketing, specialty markets for EnerSys. “This is yet another example of why the ODYSSEY® battery – with twice the overall power and three times the life – is the ideal choice for vehicles operating under extreme conditions.”

ABOUT ENERSYS®

EnerSys®, the world leader in stored energy solutions for industrial applications, manufactures, distributes and services reserve power, motive power and starting, lighting and ignition (SLI) batteries, chargers, power equipment, and battery accessories to customers worldwide. SLI batteries are used for trucks and buses, passenger cars, boats, personal watercraft, ATVs, motorcycles and garden tractors. The company also provides aftermarket and customer support services to its customers from more than 100 countries through its sales and manufacturing locations around the world. For more information about EnerSys and its ODYSSEY® batteries, visit www.enersys.com or www.ODYSSEYbattery.com.

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Photo credit: Chris Collard, Adventure Architects Photography