



News Release

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EnerSys® Sponsors Jeff Burton's No. 31 Chevrolet at Pocono Raceway This Weekend; Will Back Virginia Native at Martinsville Also

READING, PA (July 31, 2012) – EnerSys®, manufacturer of an extensive line of motive power, reserve power, aerospace/defense and specialty batteries including the ODYSSEY® battery, announced today a two-race primary sponsorship of the Richard Childress Racing (RCR) No. 31 Chevrolet and driver Jeff Burton, beginning this weekend at Pocono Raceway (Long Pond, PA). Burton will also sport the red, white and black colors of EnerSys® and the ODYSSEY® brand at Martinsville Speedway in Martinsville, Va., on October 28.

An RCR partner since 2009, EnerSys® is the global leader in stored energy solutions for automotive, military and industrial applications. Among its product lines is the ODYSSEY® battery, known for delivering the power that the high revving of auto racing engines demands. The five-second cranking power of ODYSSEY® batteries is double to triple that of conventional batteries, and its sealed dry-cell construction makes it safe, explosion proof, leak proof and mountable in any position except inverted. Its rugged construction also offers improved vibration resistance and durability.

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"The RCR and EnerSys® partnership has been extremely rewarding," said John Gagge, Vice President Reserve Power Sales and Service Americas. "We have been challenged to deliver high performance batteries for their competition vehicles that operate under the intense conditions of NASCAR where battery failure is not an option. We have also supplied RCR with ODYSSEY® batteries for their support vehicles including their haulers and motor coaches. Our decision to become the primary sponsor for Jeff Burton is an exciting opportunity for EnerSys® to expand its racing partnership with RCR, and introduce our products to the NASCAR community. We look forward to celebrating on Sunday in Victory Lane with Jeff and the EnerSys/ODYSSEY Battery Chevrolet."

"This is another step in strengthening our relationship with RCR," said Dave McMullen, Director of Commercial Marketing for Specialty and UPS Markets, EnerSys. "Our relationship with Jeff Burton has grown over the past three years, and partnering with such a respectable and successful driver to represent our company is really exciting to our staff and our customers. He knows more than anyone the importance of having a battery that can handle extreme conditions."

"EnerSys has seen first-hand what RCR is all about," said Richard Childress, President and CEO of Richard Childress Racing. "It's always encouraging to see a partner expand their involvement with us. We are proud of the technical partnership we have with EnerSys® and look forward to these two races with Jeff. EnerSys® has been a major part of RCR and our success and we are glad we can tell that story to their partners and customers."

Burton, currently in his 19th fulltime season in NASCAR's premier division, has amassed 21 wins, 132 top-five finishes, 246 top-10 finishes, six Pole Awards and led 6,510 laps during his career. Burton sits 20th in the 2012 Sprint Cup Series driver championship point standings with four top-10 finishes, including a fifth-place finish in the 2012 Daytona 500 and a runner-up finish earlier this month in the Coke Zero 400 at Daytona International Speedway. Burton qualified for the Chase for the NASCAR Sprint Cup from 2006 to 2008, and in 2010 with 14-time championship winning car owner Richard Childress.

"EnerSys' products are second to none," added Burton, who finished 15th at the recent Pocono race in June. "We have learned so much about their products since they joined our organization. It makes me so proud to represent a company that cares about the safety of families with the

best batteries possible“ added Burton, who in 37 Pocono events has 17 top-10 and seven top-5 results.

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.

ABOUT RICHARD CHILDRESS RACING

Richard Childress Racing (www.rcrracing.com) has earned more than 200 victories and 14 championships, including six in the NASCAR Sprint Cup Series with the legendary Dale Earnhardt. RCR was the first organization to win championships in the Sprint Cup Series, Nationwide Series and Camping World Truck Series. Its current Sprint Cup Series lineup includes Paul Menard (No. 27 Menards Chevrolet), Kevin Harvick (No. 29 Budweiser/Rheem/Jimmy John's Chevrolet) and Jeff Burton (No. 31 Caterpillar/Wheaties/BB&T Chevrolet).

Its Nationwide Series program includes Elliott Sadler (No. 2 OneMain/Hunt Brothers/Charter Financial Chevrolet), 2011 Camping World Truck Series champion Austin Dillon (No. 3 Advocate/American Ethanol/ Bass Pro Shops Chevrolet) and Harvick/Brendan Gaughan/Menard/Ty Dillon/Max Papis (No. 33 South Point Hotel & Casino/Menards/Hunt Brothers Pizza/Armour Brand/Fast Fixin'/ Chevrolet). Tim George Jr./Gaughan/Harvick (No. 2 Applebee's/Potomac Family Dining Group/South Point Hotel & Casino/Kroger/Tide Chevrolet), Joey Coulter (No. 22 RCR/Armour Brand/Husky Liners/American Ethanol Chevrolet) and 2011 ARCA Racing Series champion Ty Dillon (No. 3 Bass Pro Shops Chevrolet) compete in the 2012 Camping World Truck Series season.

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