



## News Release

### Electric ODYSSEY® Battery BIGFOOT® #20 Monster Truck Crushes Cars at AutoRama Car Show

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**READING, Pa. (Feb. 8, 2013)** – The electric ODYSSEY® Battery BIGFOOT #20 Monster Truck, manufactured by BIGFOOT 4x4, Inc., will participate in two car-crush demonstrations per day during the AutoRama Car Show in Kansas City, Mo. this weekend, Feb. 8 to 10. This is the first car-crush exhibition for the world's first and only electric monster truck since its debut at the 2012 SEMA Show.

Each of the 36 ODYSSEY® PC1200 batteries that power the ODYSSEY® Battery BIGFOOT #20 Monster Truck weighs 38.2 pounds, but provides 1,200 five-second pulse hot cranking amps (PHCA), as well as 540 cold-cranking amps (CCA), 78 minutes of reserve capacity and 400 cycles of deep cycle capability at 80 percent depth of discharge (DOD).

The ODYSSEY® Battery BIGFOOT #20 Monster Truck carries a custom-designed 2012 fiberglass body and includes a battery-powered electric motor, which was designed and built by Dennis Berube of Phoenix to wield high-horsepower and high-RPM capabilities. Three banks of 10 ODYSSEY® batteries power the engine for a total of 360 Volts. The additional six ODYSSEY® batteries power the brakes and steering systems. Other custom features include onboard battery chargers and variable-speed programmable speed controller.

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ODYSSEY® Battery by EnerSys is a primary sponsor of the 2012 BIGFOOT 4x4, Inc. monster truck team.

“As a sponsor of BIGFOOT monster trucks for almost 10 years, we are excited to be part of the world’s first battery-powered monster truck, and are proud of BIGFOOT 4X4, Inc.’s confidence in our batteries that play such a crucial role in the truck’s performance,” said Dave McMullen, director of commercial marketing for specialty and UPS markets at EnerSys®. “It is also exciting to see the ODYSSEY® Battery BIGFOOT #20 Monster Truck in its first major car-crush exhibition, which shows ODYSSEY® batteries in action.”

“ODYSSEY® batteries have helped our team to win more than 30 monster truck championships,” said Jim Kramer, vice president of research, technology and driver development of BIGFOOT 4X4, Inc. “We’re happy ODYSSEY® batteries partnered with us in the development of the ODYSSEY® Battery BIGFOOT #20 Monster Truck. Developing a custom electric monster truck is part of our ongoing efforts to keep up with ever-changing technology. The ODYSSEY® Battery BIGFOOT #20 Monster Truck started off in static displays, but it is now ready to perform car crushes.”

For more information about the ODYSSEY® Battery BIGFOOT #20 Monster Truck car-crush demonstration, visit [www.autorama.com](http://www.autorama.com).

### **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](http://www.enersys.com) or [www.ODYSSEYbattery.com](http://www.ODYSSEYbattery.com).

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**ABOUT BIGFOOT 4X4, INC.**

Since its inception in 1975, BIGFOOT, The Original Monster Truck®, has gone on to achieve worldwide notoriety, and spawned an entire family of BIGFOOT monster trucks that have pioneered the growth of the monster truck industry. Created by St. Louis-area contractor Bob Chandler and his wife Marilyn in 1975 as a promotional tool for their Midwest Four Wheel Drive business, the BIGFOOT fleet has captured 33 National Championships, set numerous world records for monster trucks, and travelled to more than 26 countries. In 2009, BIGFOOT was named one of the “Top 5 Marketing Vehicles of All Time.” Since 1975, more than 20 BIGFOOT vehicles have been constructed, and today the team campaigns nine BIGFOOT monster trucks full-time in North America, in addition to one based full-time in England. The team achieves in excess of 4 million live impressions each year and had over 800 appearance days in 2012 with more expected in 2013. Over half-a-million BIGFOOT toys are sold every year. Visit the team online at [www.bigfoot4x4.com](http://www.bigfoot4x4.com)

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