



News Release

Racing Champions and History Channel Co-Hosts to Make Appearances at ODYSSEY® Battery SEMA Show Booth No. 24875

For more information contact:

April Lowther
MARCOM Supervisor
EnerSys
800-538-3627 Ext: 1729
Fax: 610-372-8613
E-mail: april.lowther@enersys.com

Nicole Materia
Public Relations
Harris, Baio & McCullough
215-440-9800
Fax: 215-440-0717
E-mail: nicoleg@hbmadv.com

READING, Pa. (Oct. 27, 2014) – EnerSys® has confirmed several celebrity appearances for its ODYSSEY® Battery 2014 SEMA Show booth no. 24875 in Central Hall of the Las Vegas Convention Center. Racing icons scheduled to be at the booth include National Hot Rod Association (NHRA) driver Spencer Massey, U.S. rallycross and X Games champion Tanner Foust, NASCAR legend Richard Petty, NASCAR Sprint Cup and Nationwide Series champion Brad Keselowski and freestyle motocross legend and motorsports icon Brian Deegan. History Channel co-hosts “Horny” Mike of *Counting Cars* and Rutledge Wood of *Top Gear USA* will also make appearances.

A digital photo booth will be set up for each celebrity appearance as a unique way for SEMA Show attendees to capture a photo moment with the celebrity. By providing an email address, attendees will receive the photo directly to their inbox. Additionally, the photo can be printed out and autographed by the celebrity.

On Tuesday, Nov. 4, Massey will stop by for the first appearance from 10 a.m. to 12 p.m. He is the pilot of the Don Schumacher Racing Battery Extender Top Fuel team, and recently drove the ODYSSEY® Battery Top Fuel Dragster at the NHRA Nationals.

–more–

Racing Champions and History Channel Co-Hosts to Make Appearances at ODYSSEY® Battery SEMA Show Booth No. 24875 2

Later that day, “Horny” Mike, co-host of *Counting Cars*, will appear at the booth from 1 p.m. to 2 p.m. and Wood, co-host of *Top Gear USA*, will appear from 2 p.m. to 3 p.m.

On Wednesday, Nov. 5, Foust will make the first appearance from 11 a.m. to 12 p.m. He is known as a three-time U.S. rallycross champion, four-time X Games gold medalist and two-time Formula Drift champion. He is also a co-host on History Channel’s *Top Gear* with Wood, who will make a second appearance at the booth from 12 p.m. to 1 p.m. with Petty, a NASCAR hall of famer. Additionally, Wood’s 1953 Plymouth Suburban, which was a gift from Petty, will be on display at the booth for the entire week. As the official battery sponsor of the vehicle, EnerSys equipped the hot rod with an ODYSSEY® Extreme Series™ battery, which features Absorbed Glass Mat (AGM) construction and Thin Plate Pure Lead (TPPL) technology for more engine-cranking power and deep cycle reserve power than conventional batteries.

On Thursday, Nov. 6, the ODYSSEY® Battery booth will host Keselowski, NASCAR champion in the Cup and Nationwide series for Team Penske, from 11 a.m. to 12 p.m. In the afternoon from 1 p.m. to 2 p.m., the booth will host Deegan, who is known to many as Motocross Legend, 2013 LOORRS Pro Light Champion and 2013 DirtSport’s Driver of the Year.

For the off-road racing enthusiasts, the booth will feature the ODYSSEY® battery sponsored ULTRA4 Racing and 2014 King of the Hammers No. 4706 Spec Class car all week. And, for the powersports market, the booth will feature two motorcycles that were built by the crew at Count’s Kustoms, the one of a kind hot rod and chopper customization/restoration shop, known from the television show *Counting Cars*.

See below for the full schedule of celebrity appearances and feature vehicles at ODYSSEY® Battery booth no. 24875:

- **Tuesday, Nov. 4**
 - 10 a.m. to 12 p.m. – Spencer Massey
 - 1 p.m. to 2 p.m. – “Horny” Mike
 - 2 p.m. to 3 p.m. – Rutledge Wood

–more–

- Vehicles –
 - Rutledge Wood's 1953 Plymouth Suburban
 - ULTRA4 Racing and 2014 King of the Hammers No. 4706 Spec Class car
 - Count's Kustoms Motorcycles
- **Wednesday, Nov. 5**
 - 11 a.m. to 12 p.m. – Tanner Foust
 - 12 p.m. to 1 p.m. – Rutledge Wood and Richard Petty
 - Vehicles –
 - Rutledge Wood's 1953 Plymouth Suburban
 - ULTRA4 Racing and 2014 King of the Hammers No. 4706 Spec Class car
 - Count's Kustoms Motorcycles
- **Thursday, Nov. 6**
 - 11 a.m. to 12 p.m. – Brad Keselowski
 - 1 p.m. to 2 p.m. – Brian Deegan
 - Vehicles –
 - Rutledge Wood's 1953 Plymouth Suburban
 - ULTRA4 Racing and 2014 King of the Hammers No. 4706 Spec Class car
 - Count's Kustoms Motorcycles

"We certainly have an exciting line-up of celebrity appearances and vehicles at the booth this year, many of whom we sponsor," said Dave McMullen, director of commercial marketing for specialty and UPS markets at EnerSys. "The variety of guests embodies our theme, *The Power that Moves You*, since they all trust in ODYSSEY® batteries for different purposes, ranging from racing applications to classic car builds to powersports."

For more information about ODYSSEY® batteries, including how to purchase batteries online and where to find a distributor, visit www.odysseybattery.com.

–more–

ABOUT ENERSYS®

EnerSys, the global leader in stored energy solutions for industrial applications, manufactures and distributes reserve power and motive power batteries, battery chargers, power equipment, battery accessories and outdoor equipment enclosure solutions to customers worldwide. Motive power batteries and chargers are utilized in electric forklift trucks and other commercial electric powered vehicles. Reserve power batteries are used in the telecommunication and utility industries, uninterruptible power supplies, and numerous applications requiring stored energy solutions including medical, aerospace and defense systems. Outdoor equipment enclosure products are utilized in the telecommunication, cable, utility, transportation industries and by government and defense customers. The company also provides aftermarket and customer support services to its customers from over 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.

#



[Image: Spencer-Massey.jpg]

Photo Caption: Spencer Massey, National Hot Rod Association (NHRA) driver



[Image: HornyMike.jpg]

Photo caption: “Horny” Mike, co-host of *Counting Cars*



[Image: Wood-IMG_9667.jpg]

Photo caption: Rutledge Wood and the 1953 Plymouth Suburban Wagon



[Image: Foust-CHEN7327.jpg]

Photo caption: Tanner Foust, U.S. rallycross and X Games champion



[Image: brad_KO.jpg]

Photo caption: Brad Keselowski, NASCAR Sprint Cup and Nationwide Series champion



[Image: RPheadshot.jpg]

Photo caption: NASCAR legend Richard Petty



[Image: Deegan-IMG_7266.jpg]

Photo caption: Brian Deegan, freestyle motocross legend and motorsports icon