



News Release

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ODYSSEY® Battery by EnerSys® Congratulates Brian Deegan for his 2013 Lucas Oil Off Road Racing Series PRO LITE Championship

ODYSSEY® battery is the official battery of Brian Deegan

READING, Pa. (Oct. 30, 2013) – ODYSSEY® Battery by EnerSys® congratulates sponsored driver Brian Deegan on his fifth Lucas Oil Off Road Racing Series (LOORRS) Short Course championship this past weekend at Lake Elsinore Motorsports Park in Elsinore, Calif. Deegan entered the final round of the LOORRS PRO LITE series leading the championship point standings by 50 points, and finished by bringing home the 2013 PRO LITE championship, the third PRO LITE title of his career. In addition to winning the PRO LITE championship, Deegan finished second in the 2013 LOORRS PRO 2 point standings.

“On behalf of EnerSys, I would like to congratulate Brian Deegan A.K.A. “The General”, now a five-time LOORRS Short Course champion, for winning the 2013 LOORRS PRO LITE Championship,” said Dave McMullen, director of commercial marketing for specialty and UPS markets at EnerSys. “We are proud to be the official battery sponsor of Brian Deegan, providing ODYSSEY® batteries to get through each race with the extreme power and performance needed to handle the intense demands of off-road racing.”

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EnerSys is the official battery sponsor of Deegan and provides ODYSSEY® batteries and technical support for his LOORRS PRO LITE and PRO 2 race trucks as well as the Global RallyCross and X Games rally car. The ODYSSEY® battery logo appears on all vehicles, LOORRS and rally driver suits and the LOORRS team semi-truck and hauler.

For more information about ODYSSEY® batteries, visit www.odysseybattery.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 or www.odysseybattery.com.

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ABOUT BRIAN DEEGAN

Motocross legend, founder of Metal Mulisha and 2011 Lucas Oil Driver of the Year, "The General" Brian Deegan is one of the most decorated action sport athletes to-date. Brian is the only rider to compete in at least one event each year since the X Games' inception, including his Bronze Medal run in X Games 18 RallyCross and his Gold Medal run in X Games 17 RallyCross. Brian continues to test the limits in Freestyle Motocross, Pro 2 and Pro Lite Short Course, Rallycross, and Stock Car racing. His recent accomplishments include winning the 2012 Lucas Oil Off Road Racing Series Pro 2 class Championship, placing second in the 2012 inaugural season of the Global RallyCross series, and LOORRS Pro 2 and Pro Lite class Championships and Pro 2 Rookie of the Year honors in 2011. Brian was also one of only two drivers to represent the USA at the Race of Champions in Germany in 2011. Brian is powered by Rockstar Energy Drink, Ford, Metal Mulisha, FRAM Filtration, DVS Shoe Co., Lucas Oil, Makita Industrial Power Tools, Mickey Thompson Tires, MSR, Gibson Exhaust Systems, 4 Wheel Parts, Motegi Wheels, Ronin-Syndicate, Atomik R/C, Pro Taper, Replay Cameras, MYPLASH Prepaid Mastercard, Fathead, Brembo, Fortin, PPG, VP Racing Fuels, Fox Shocks, Impact by Mastercraft Safety, MSD Ignitions, FK Rod Ends, California Torque Products, Eibach Springs, McKenzies, Fiberwerx, JE Pistons, QTM, Roush Yates Engines, G2, Dailey Engineering, Brown & Miller Racing Solutions, ARP and AZ Driveshafts. Follow Brian on Twitter: @MMGeneral Instagram: BrianDeegan38 Facebook: www.facebook.com/mmdeegan

Editor Note:

[Image: DeeganWins-ProLite.jpg]

Photo caption: Brian Deegan celebrates on the podium, with his dad John, following his 2013 Lucas Oil Off Road Racing Series PRO LITE Championship.

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