



News Release

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ODYSSEY[®] Battery by EnerSys[®] Named Official Battery Sponsor of Brian Deegan, Short Course, Rally Car Racer and Freestyle Motocross Legend

READING, Pa. (Mar. 15, 2013) – EnerSys[®] announced today that its ODYSSEY[®] battery is the official battery of Brian Deegan, short course off-road truck and rally car racer, freestyle motocross rider, and pioneer in action sports.

As official battery sponsor, EnerSys will provide ODYSSEY[®] batteries and technical support to Brian Deegan for his Lucas Oil Off Road Racing Series (LOORRS) PRO 2 and PRO LITE race trucks and Global RallyCross and X Games rally car. The ODYSSEY[®] battery logo will appear on all vehicles, LOORRS and Rally driver suits and the LOORRS team semi-truck and hauler.

“Brian Deegan is a top-level competitor in every sense of the word with his domination in the motocross, short course off-road and rally car world,” said Dave McMullen, director of commercial marketing for specialty and UPS markets at EnerSys. “It’s no secret that these vehicles need a powerful battery to handle demanding conditions, and we are both honored and excited to be the official battery sponsor to meet these needs.”

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Brian Deegan's LOORRS No. 38 race truck will make its first appearance with ODYSSEY® battery by EnerSys® as the official battery sponsor at Firebird Raceway, Chandler, Ariz., on March 15 – 17. Connect with ODYSSEY® battery on [Facebook](#) and [Twitter](#) for more details and upcoming events.

"I'm excited to continue to build our team with such strong partners like ODYSSEY® battery whose support is key to our team as we grow stronger. We're looking forward to more wins and more championships," said team owner and driver Brian Deegan.

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, ODYSSEY® Battery, Gibson Exhaust Systems, 4 Wheel Parts, Motegi Wheels, Ronin-Syndicate, Atomik R/C, Pro Taper, MYPLASH Prepaid Mastercard, PPG, 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 -Twitter: @MMGeneral Instagram: BrianDeegan38 Facebook: www.facebook.com/mmdeegan

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