



News Release

EnerSys® Sponsors Jeff Burton's No. 31 Chevrolet at Martinsville Speedway Oct. 28

For more information contact:

April Lowther
MARCOM Supervisor
EnerSys
800-538-3627 Ext: 1729
Fax: 610-3728613
E-mail: april.lowther@enersys.com

Public Relations
Kurt Andersen or Nicole Galvin
Harris, Baio & McCullough
215-440-9800
Fax: 215-440-0717
E-mail: kurt@hbmadv.com
nicoleg@hbmadv.com

READING, Pa. (Oct. 26, 2012) – EnerSys®, manufacturer of the ODYSSEY® battery, will serve as the primary sponsor of the Richard Childress Racing (RCR) No. 31 Chevrolet and driver Jeff Burton at Martinsville Speedway in the NASCAR® Sprint Cup Series race this Sunday, Oct. 28, 2012.

Burton, a native of South Boston, Va., which is just minutes from the Martinsville Speedway (Va.), and the No. 31 Chevrolet will sport the red, white and black colors of the EnerSys® and ODYSSEY® brands for the second time this season. Burton also showcased the EnerSys® and ODYSSEY® brands at the Pocono Raceway (Pa.) event in August.

An RCR partner since 2009, EnerSys® manufactures an extensive line of motive power, reserve power, aerospace/defense and specialty batteries, making it the global leader 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.

– more –

“ODYSSEY® batteries meet the high-performance challenges that RCR's racing vehicles face, where battery failure is not an option,” said John Gagge, vice president reserve power sales and service for EnerSys® Americas. “ODYSSEY® batteries also power RCR's support vehicles, including their haulers and motor coaches. EnerSys® reinforces its partnership with RCR with its primary sponsorship of Jeff Burton, while building awareness of EnerSys® products within the NASCAR® community.”

“We are all excited about sponsoring one of the most respected drivers in the NASCAR® Sprint Cup Series, Jeff Burton,” said Dave McMullen, director of commercial marketing for specialty and UPS markets at EnerSys®. “Jeff appreciates the importance of a battery that performs in extreme conditions and will help reinforce this message through his support of ODYSSEY® batteries.”

“It's always encouraging to see partners expand their involvement with us,” said Richard Childress, President and CEO of RCR. “RCR's partnership with EnerSys® has been a major part of RCR's success, which makes it a great story to tell partners and customers.”

Burton, currently in his 19th fulltime season in NASCAR®'s premier division, has amassed 21 wins, 132 top-five finishes, 248 top-10 finishes, six pole awards and led 6,513 laps during his career. Burton sits 19th in the 2012 Sprint Cup Series driver championship point standings with six top-10 finishes, including a fifth-place finish in the 2012 Daytona 500, a runner-up finish in the Coke Zero 400 at Daytona International Speedway, and a sixth-place recently in the Federated Auto Parts 400 at Richmond International Raceway. 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. In 36 Martinsville events, he has 10 top-five and 16 top-10 results, including a victory.

“Product quality is important to not only performance, but also in ensuring safety,” said Burton, who went to Victory Lane at Martinsville in 1997. “I have learned that EnerSys® products are second to none, and I am pleased to represent the company.”

– more –

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.

#