



News Release

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EnerSys® to Host Iconic Racers and Motorsports Personalities at its 2016 ODYSSEY® Battery SEMA Booth No. 24875

READING, Pa. (October 18, 2016) – EnerSys® (NYSE:ENS), the global leader in stored energy solutions for industrial applications and manufacturer of ODYSSEY® batteries, has announced that iconic racers Richard Petty, Brad Keselowski, Tanner Foust, Brian Deegan and daughter Hailie Deegan will make personal appearances at its ODYSSEY® battery booth no. 24875 at the 2016 Specialty Equipment Market Association (SEMA) Show. Motorsports personalities Rutledge Wood and Mike Finnegan will also make appearances at the booth. The SEMA Show will take place Nov. 1-4 in the Las Vegas Convention Center, Las Vegas, Nevada.

“Race teams encounter intense competition and push their equipment to extreme limits each time they hit the track,” said Maria Orlando-Krick, marketing content and sponsorship manager at EnerSys. “From racing legend Richard Petty to three-time U.S. rallycross champion Tanner Foust, this line-up of racers relies on the power and durability of ODYSSEY batteries to capture championships. Attendees will have the opportunity to hear first-hand how professional racers benefit from ODYSSEY batteries.”

Following is the current schedule of celebrity appearances at the ODYSSEY® battery booth:

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Tuesday, November 1

10:30 a.m. – 12:00 p.m.

Brian Deegan, freestyle motocross icon and 15-time X Games medalist

Hailie Deegan, 2015 Mod Kart Champion and currently running in the Lucas Oil Off Road Racing Series (LOORRS)

2:30 p.m. – 4:00 p.m.

Tanner Foust, U.S. Rallycross, X Games and Formula Drift champion

Rutledge Wood, specialty motorsports reporter and NASCAR analyst for NBC Sports

Wednesday, November 2

10:00 a.m. – 11:00 a.m.

As seen on *Roadkill*, Mike Finnegan; also editor of *Roadkill* magazine

12:30 p.m. – 2:00 p.m.

Richard Petty, seven-time NASCAR Champion and NASCAR Hall of Famer

Thursday, November 3

10:00 a.m. – 11:00 a.m.

Brad Keselowski, Team Penske's driver of the No. 2 Ford Fusion in the NASCAR Sprint Cup Series

About the Celebrities

With 15 X Games medals to his name, “The General” Brian Deegan is the most decorated motocross rider in the competition’s history. This freestyle motocross icon, off-road champion and rally car gold medalist is the 2014 Lucas Oil Off Road Racing Series (LOORRS) Pro 2 Champion, 2013 LOORRS Pro Lite Champion and 2013 Dirt Sports Driver of the Year.

Hailie Deegan competes in the 2016 Lucas Oil Off Road Racing Series (LOORRS) in the Modified Kart class. Deegan won the Mod Kart Championship in 2015 in the Lucas Oil Regional Series, becoming the first girl ever to capture the championship. She is part of the NASCAR

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Drive for Diversity program, which raced in the Bojangles Summer Shootout at Charlotte Motor Speedway. Hailie is the daughter of action sports legend Brian Deegan.

Tanner Foust is a three-time U.S. rallycross champion (2010, 2011, 2012), four-time X Games gold medalist (2007, 2010, 2013), two-time Formula Drift champion (2007, 2008) and holds several world driving records. He also is a popular stunt driver.

Rutledge Wood is the official brand ambassador and celebrity spokesman for EnerSys and ODYSSEY® batteries. Wood is a specialty motorsports reporter and NASCAR analyst for NBC Sports.

As seen on *Roadkill*, Mike Finnegan is an editor for *Roadkill* magazine and is a self-taught engine builder, fabricator, hot rod builder and drag boat racer with world championships to his credit.

NASCAR Hall of Famer “The King” Richard Petty is recognized as one of NASCAR’s 50 Greatest Drivers with seven NASCAR Championships to his name. He also is the first motorsports athlete to be honored with the Medal of Freedom.

Brad Keselowski, Team Penske’s driver of the No. 2 Ford Fusion in the NASCAR Sprint Cup Series, has qualified for The Chase four times out of the past five seasons. With 21 career Cup victories and one NASCAR Sprint Cup Series Championship (2012), Keselowski stands as one of the prominent drivers currently racing in the NASCAR Sprint Cup Series.

For more information on EnerSys and its full line of products, systems and support, visit www.enersys.com.

Connect with ODYSSEY® battery on [Instagram](#), [Twitter](#) and [Facebook](#). For more details including upcoming events and how to purchase ODYSSEY® batteries, visit www.odysseybattery.com.

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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.

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Caption: Meet celebrities (from left to right) Hailie Deegan, Mike Finnegan, Tanner Foust, Richard Petty, Brad Keselowski, Rutledge Wood and Brian Deegan at the ODYSSEY® battery booth no. 24875 at the 2016 Specialty Equipment Market Association (SEMA) Show, Nov. 1-4, in the Las Vegas Convention Center, Las Vegas, Nevada.