



News Release

ODYSSEY® Battery by EnerSys® Announces An Official Battery Partnership with Red Bull Global Rallycross

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READING, Pa., (June 10, 2014) – ODYSSEY® battery by EnerSys® and Red Bull Global Rallycross (Red Bull GRC) have announced an official battery partnership agreement for the 2014 Red Bull GRC series. As an official battery of Red Bull GRC, ODYSSEY® battery by EnerSys will have a strong presence at all 10 Red Bull GRC circuit and X Games events, and will participate in a new contingency award program that grants the top three finishing drivers at each race with a cash bonus.

The program began with the 2014 Red Bull GRC season opener at the Top Gear Festival Barbados (May 17 - 18) and will close with the last event of the season in Las Vegas on Nov. 5. To be eligible for the award, the finishing driver must use ODYSSEY® batteries in the race vehicle and display the ODYSSEY® battery logo on the vehicle. ODYSSEY® battery will reward the participating driver with the most points at the end of the season with an additional bonus.

“Our new partnership with Red Bull GRC provides great exposure with the rallycross racing audience and shows the reliability that ODYSSEY® batteries have in extreme racing

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conditions,” said Dave McMullen, director of commercial marketing for specialty and UPS markets at EnerSys. “We are grateful for this opportunity as it helps us continue to leverage our reach with one of our most dedicated audiences.”

ODYSSEY® battery by EnerSys has displayed significant involvement with Red Bull GRC as an official sponsor of two-time GRC champion Tanner Foust and 2011 X Games gold medalist Brian Deegan.

“We are pleased to have ODYSSEY® battery by EnerSys on board as an official battery of Red Bull GRC for the 2014 series, and also be able to offer a contingency award program for participating drivers this year,” said Colin Dyne, chief executive officer of Red Bull GRC.

“ODYSSEY® batteries are an ideal choice to represent Red Bull GRC as they provide extreme power and performance required of rallycross racing.”

Although based on production models, Red Bull GRC cars produce 600 horsepower and can accelerate from 0-60 miles per hour in 1.9 seconds. They are also built to withstand 70-foot jumps and contact with other vehicles. For this reason, the battery they use must be equally tough. ODYSSEY® batteries for racing vehicles feature dry cell Absorbed Glass Mat (AGM) technology and densely packed plates that provide the starting power and deep cycle capability that rallycross drivers need. Additionally, ODYSSEY® batteries are vibration resistant and classified as “non-spillable” by the US Department of Transportation, and can be installed in almost any position except inverted.

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

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ABOUT ENERSYS®

EnerSys, the world 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 aerospace and defense systems. Outdoor equipment enclosure products are utilized in the telecommunication, cable, utility, transportation industries and government and by 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.

ABOUT RED BULL GLOBAL RALLYCROSS

Designed to produce the fastest and most exciting racing in motorsports, Red Bull Global Rallycross pits small production-based cars against each other in door-to-door racing featuring dirt, asphalt, and tabletop jumps. With enhanced engineering and safety features, the cars produce 600 horsepower and can accelerate from 0-60 miles per hour in less than two seconds, and can also withstand 70-foot jumps and other vehicle contact.

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