



NEWS RELEASE

FOR IMMEDIATE RELEASE

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EnerSys® to Host Motorsports Personalities at its 2017 ODYSSEY® Battery SEMA Show Booth No. 24875

Booth Also to Highlight 20-Year Evolution of ODYSSEY® Batteries

READING, Pennsylvania, October 17, 2017 – EnerSys® (NYSE:ENS), the global leader in stored energy solutions for industrial applications and manufacturer of ODYSSEY® batteries, has announced that motorsports personalities Tanner Foust, Ryan Blaney, and Brian Deegan, along with daughter Hailie Deegan, will make personal appearances at its ODYSSEY® battery booth no. 24875 at the 2017 Specialty Equipment Market Association (SEMA) Show. Additionally, television personality Rutledge Wood will visit the booth, along with designers and mechanics from the hit show *Road Hawks*. The SEMA Show will take place October 31-November 3 in the Las Vegas Convention Center, Las Vegas, Nevada.

“Over the past 20 years, ODYSSEY® batteries have found their way into more and more racing applications across various motorsports series,” said Maria Orlando-Krick, marketing content and sponsorship manager at EnerSys. “The harsh racing conditions that championship-caliber racers like Tanner Foust and Brian Deegan face, and the demands they put on their equipment, show that the strength and durability of ODYSSEY® batteries are just what’s needed to take an off-road adventure to the next level.”

The personal appearances will complement the main theme of the ODYSSEY® battery booth – *20 Years of ODYSSEY® batteries*. Involvement with motorsports has played a key role

in the evolution of the ODYSSEY® battery, since its early days as a sponsor of the BIGFOOT 4x4 monster truck to its present-day involvement with various racers, teams and series.

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

Tuesday, October 31

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| 10:00 a.m. – 12:00 p.m. | Tanner Foust, U.S. Rallycross, X Games and Formula Drift champion |
| 2:00 p.m. – 3:00 p.m. | Designers and mechanics from History Channel's hit show <i>Road Hawks</i> , which melds characteristics of luxury cars with off-road vehicles |

Wednesday, November 1

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|-------------------------|--|
| 10:00 a.m. – 11:30 a.m. | Rutledge Wood, specialty motorsports reporter and NASCAR analyst for NBC Sports |
| 1:30 a.m. – 2:30 p.m. | Brian Deegan, freestyle motocross icon and 14-time X Games medalist |
| | Hailie Deegan, 2016 Mod Kart Champion and currently running in the Lucas Oil Off Road Racing Series (LOORRS) |

Thursday, November 2

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|-------------------------|---|
| 10:30 a.m. – 11:15 a.m. | Ryan Blaney, driver of the No. 21 Wood Brothers Ford Fusion in the Monster Energy NASCAR Cup Series |
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About the Celebrities

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.

Road Hawks, led by designer Kenny Hawk, is a Pennsylvania-based company that melds the characteristics of luxury cars with off-road vehicles. The series profiles Hawk and his crew of mechanics and fabricators as they work to build one-of-a-kind vehicles that satisfy people's thirst for both form and function, creating machines that look good and can go anywhere. *Road Hawks* airs on The History Channel.

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.

"The General" **Brian Deegan** has 14 X Games medals to his name and 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 currently competes in the Lucas Oil Off Road Racing Series (LOORRS) in the Pro Lite class. Deegan won the LOORRS Mod Kart Championship in 2016. She was recently named to the nine-member NASCAR Next Class and has plans to eventually race in a NASCAR Series. Hailie is the daughter of action sports legend Brian Deegan.

Ryan Blaney, driver of the No. 21 Wood Brothers Ford Fusion in the Monster Energy NASCAR Cup Series, qualified for the 2017 Chase with a victory at Pocono Raceway. For the 2018 Monster Energy NASCAR Cup Series season, Blaney recently signed a deal to race the No. 12 Team Penske Ford Fusion full time.

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.

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 Brian Deegan, Hailie Deegan, *Road Hawks* (Kenny Hauk and his crew), Rutledge Wood, Ryan Blaney and Tanner Foust at the ODYSSEY® battery booth no. 24875 at the 2017 Specialty Equipment Market Association (SEMA) Show, October 31-November 3, in the Las Vegas Convention Center, Las Vegas, Nevada.

