



NEWS RELEASE

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OPTIMA® Batteries Provide The Ultimate Power Source for the Ferrari F430 Scuderia

March 11, 2008 (MILWAUKEE) – When Ferrari unveiled the F430 Scuderia at the 2007 Frankfurt Auto Show, its indisputable pedigree stole headlines. Italian for “stable,” Scuderia denotes that the F430 gets its DNA directly from the Ferrari Formula One team.

The F430 Scuderia was built with the most passionate Ferrari driver in mind. The car focuses on lightweight construction, minimalist trim design and technology notes taken from Ferrari’s triumphant F1 program. The vital power supply for the F430 comes from an OPTIMA® Battery. Built to go from the garage to the racetrack, the F430 Scuderia relies on this OPTIMA power to deliver world-class performance whenever the ignition button is pushed. OPTIMA is an industry-leading battery representing premium performance that complements Ferrari’s F430 Scuderia.

“When a performance car as magnificent as the F430 Scuderia carries OPTIMA power, it is win for everyone,” says Steve Kepler, Executive Director of Global Sales and Marketing for OPTIMA Batteries of Johnson Controls, Inc. “OPTIMA is proud to demonstrate our outstanding performance in a car as significant to driving enthusiast as the F430 Scuderia.

As OPTIMA continues to strengthen its position in the performance car market, OPTIMA RedTop® and YellowTop® models continue to gain recognition for replacement battery superiority. OPTIMA Batteries use SPIRALCELL Technology, the most advanced form of lead-acid battery technology on the market today. The patented technology in OPTIMA Batteries is designed to be leak-proof, vibration resistant and maintenance-free while providing consumers with more starting power and longer cycle life.

OPTIMA Batteries are manufactured by Johnson Controls. Johnson Controls, Inc. (NYSE: JCI - News) is the global leader that brings ingenuity to the places where people live, work and travel. By integrating technologies, products and services, we create smart environments that redefine the relationships between people and their surroundings. Our team of 140,000 employees creates a more comfortable, safe and sustainable world through our products and services for more than 200 million vehicles, 12 million homes and one million commercial buildings. Our commitment to sustainability drives our environmental stewardship, good corporate citizenship in our workplaces and communities, and the products and services we provide to customers. For additional information, please visit <http://www.johnsoncontrols.com>.

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