



## **NEWS RELEASE**

Media Contact:  
Kristin Rogers  
Dig Communications  
312-377-4139  
[KRogers@digcommunications.com](mailto:KRogers@digcommunications.com)

FOR IMMEDIATE RELEASE

### **OPTIMA® Batteries Ultimate Street Car Invitational: Remaining Finalists Revealed at the 2009 SEMA Show**

*OPTIMA's invitation-only event to showcase the finest street machines in the world, including several specialty vehicle finalists discovered on the 2009 SEMA Show floor*

November 5, 2009 (MILWAUKEE) – OPTIMA® Batteries announces the remaining group of drivers and one-of-a-kind vehicles selected to participate in the OPTIMA Batteries Ultimate Street Car Invitational, presented by RideTech and K&N Filters. The invitation-only event will take place on Saturday, November 7 – right on the heels of the leading specialty automotive trade event, the SEMA Show. Held at Spring Mountain Motorsports Ranch in Pahrump, Nevada, this Invitational will challenge up to 50 of the finest street machines in the world, showcasing the quality, performance and talent of the country's top builders, manufacturers and car owners.

Hundreds of car owners submitted entries in hopes of participating in this unique event. OPTIMA and its committee of automotive industry experts, including manufacturers, media, top builders and designers, have used strict criteria to select this elite group which will include some of the most well-known drivers and vehicles in the industry. In addition to the first finalists announced in August, the remaining specialty vehicles to compete include:

- 2008 AMG Mercedes, Kevin Kraak
- 2009 Nissan GTR and 2010 Chevrolet Camaro, JR Granitelli of Granitelli Motorsports
- 1963 Corvette, Ray Young
- 2010 Ford Mustang, Travis Huisman of Classic Design Concepts

OPTIMA Batteries and its committee of automotive experts have offered select invitations to the following vehicles discovered on the SEMA Show floor:

- 1927 Tucci Roadster, Dave Tucci
- 1967 Chevrolet Chevelle, Josh Henning
- 2008 Bentley GT Speed, Shawn Williams
- 1970 Ford Mustang, Philip Koenen
- 2008 BMW M3, Alex Marukian
- 2010 Chevrolet Camaro, Dan Long

“The spirit of the competition is to exhibit the true potential of the vehicles showcased at SEMA, proving they are built for speed and performance, not just for looking good on the show floor,” says Cam Douglass, director of product development and marketing for OPTIMA Batteries. “A few specialty vehicles grabbed our attention during the first three days of the show and are now invited to compete.”

For the current list of the OPTIMA Batteries Ultimate Street Car Invitational participants or more information on the event, visit <http://www.optimainvitational.com/>

To help elevate the awareness and status levels of the Invitational, currently in its second year, a broadcast partnership was announced between OPTIMA Batteries, Brentwood Communications International, Inc. (BCII) and SPEED™ to produce and air an exclusive 30-minute television special about the upcoming racing competition. The program, scheduled to air nationally on SPEED in 2010 on January 30 and 31 will cover several of the vehicle builds in the days leading up to the competition. During the week of the event, the program will focus on driver appearances at the SEMA Show and all of the racing excitement throughout the competition.

### **Competition Details**

All driver and vehicle finalists will compete on a closed-circuit professional road-racing course in four categories that include acceleration/braking, autocross, road course laps and styling. The three racing segments of the event will be timed and the styling segment will be judged on overall vehicle quality, design and craftsmanship. Styling points will be awarded on a 1 to 10 scale, with 1 being the best and 10 being the worst.

The vehicle race times are cumulative and combined with the styling points for the overall scoring. Only those competing in all four segments of the Invitational will be eligible to win the OPTIMA Batteries Ultimate Street Car of the Year title. All vehicles must be street-legal and pass a basic safety and technical inspection at the track before the Invitational begins. No purpose-built race cars or kit cars will be allowed and DOT-approved tires are required to compete.

The OPTIMA Batteries Ultimate Street Car Invitational sponsors include: (Presenting) RideTech; K&N Filters; (Platinum) Speed by Spectre; BFGoodrich; Baer Brakes; (Gold) MagnaFlow; Bowler Transmissions; MSD; (Silver) The Roadster Shop; Lateral-G.net; Pfaff Designs; (Bronze) Fesler-Moss Camaro; Anvil; FM3 Performance Marketing; (Product) Detroit Speed & Engineering; Vintage Air; Eibach Springs; Classic Instruments; (Associate) Good Guys Rod & Custom; Shelby Automobiles; Silver State Classic Challenge; and Protouring.com.

#### **About OPTIMA® Batteries**

OPTIMA YellowTop®, RedTop® and BlueTop® batteries are available through leading battery distributors throughout the globe. Consumers should look for the unique colored top and six-pack design for which OPTIMA is known throughout the world. For the nearest retailer, consumers can also call 1-888-8OPTIMA (1-888-867-8462) or visit [www.optimabatteries.com](http://www.optimabatteries.com).

OPTIMA batteries are manufactured by Johnson Controls, Inc. Johnson Controls (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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