



## **NEWS RELEASE**

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FOR IMMEDIATE RELEASE

### **OPTIMA® Batteries Street Car Faceoff Announced**

*OPTIMA Batteries extends its search for 2010 Ultimate Street Car Invitational finalists through a series of regional qualifiers, the first to take place at historic Road America race track*

(MILWAUKEE) March 22, 2010 – OPTIMA® Batteries will kick off its nationwide search for the 2010 Ultimate Street Car on May 1-2 with the first-ever OPTIMA Street Car Faceoff, to be held at the historic Road America race track in Elkhart Lake, Wisconsin. The OPTIMA Street Car Faceoff, presented by Baer Brakes and Detroit Speed & Engineering, is an exciting new race event to showcase automotive performance, styling and aftermarket products as select vehicles compete in a series of events including the BF Goodrich Hot Lap Challenge, the Detroit Speed & Engineering Speed Attack Autocross, the Baer Brakes Speed Stop Challenge, and a style and design competition. The Spectre Top Speed Award will be given to the competitor with the highest speed, as measured on a specific location on the Road America race track.

OPTIMA and its partners will celebrate the entire Street Car Faceoff weekend with activities that unite the performance automotive aftermarket industry. The famed Roadster Shop in Mundelein, Illinois, home to the 2009 Good Guys Street Machine of the Year, Barry Blomquist's "C1RS" '62 Corvette, will host an open house on Friday, April 30 at 11:00 a.m. CST. On Saturday, May 1 starting at 8:00 a.m. CST, the group of vehicle owners, drivers, designers, manufacturers and media will gather for breakfast, sponsored by Pennzoil, at Andrew Chevrolet dealership in Milwaukee, Wisconsin, not too far from the OPTIMA Batteries and Johnson Controls corporate headquarters. The group will then begin the OPTIMA Street Car Faceoff Road Rally to Road America. Upon everyone's arrival, D&Z Customs and West Bend Dyno will sponsor a lunch to kick-off the action-packed weekend.

“True to our goal with the OPTIMA Ultimate Street Car Invitational, the Street Car Faceoff is about bringing the ‘street’ back to street machines by taking competition off the trailer and onto the track,” says Cam Douglass, director of product development and marketing for OPTIMA. “The OPTIMA Ultimate Street Car Invitational is about taking the world’s finest street cars and putting them to the test. Our mission with this event, and others throughout the year, is to find them.”

The OPTIMA Street Car Faceoff is the first event in an ongoing series of qualifiers for the OPTIMA Ultimate Street Car Invitational, held each year immediately following the SEMA Show. These additional qualifying events will occur in different regions around the country, widening the playing field to allow more people the opportunity to be involved. The winner of the OPTIMA Street Car Faceoff will receive an invitation to the Ultimate Street Car Invitational to compete for the coveted Ultimate Street Car title among up to 50 of the highest quality street cars in the world. For more information on the OPTIMA Faceoff at Road America competition and activities, visit <http://www.optimainvitational.com/>

The OPTIMA Street Car Faceoff sponsors include: Baer Brakes; Detroit Speed & Engineering; BF Goodrich; Pennzoil; The Roadster Shop; FM3 Performance Marketing; Andrew Chevrolet dealership; Spectre Performance; Carbon Kustoms; D&Z Customs; and West Bend Dyno.

#### **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 130,000 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>.