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## Golden Ticket Winners for 2011 OPTIMA® Ultimate Street Car Invitational Announced Today at SEMA Show

*Final list of qualifiers revealed for 2011  
Invitational during OPTIMA Batteries  
press conference at SEMA Show*

Nov. 3, 2011 (MILWAUKEE) – OPTIMA® Batteries, the global leader in high-performance automotive and marine batteries, announced the Golden Ticket Winners for the OPTIMA Ultimate Street Car Invitational, during a press conference today at the SEMA Show. The Golden Ticket Winners, who will participate at the OPTIMA Invitational, were selected by a committee made up of OPTIMA and industry representatives who walked the SEMA show floor in Las Vegas, looking for the best of the best across all vehicle segments.

The following participants have been selected as Golden Ticket Winners and have earned a spot to compete in this year's OPTIMA Ultimate Street Car Invitational:

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|---|---|
| <input type="checkbox"/> Jonathan Ward, '52<br>Chevy    | <input type="checkbox"/> Bret Barrett, '10<br>Challenger  |
| <input type="checkbox"/> Ryan Venturine, '67<br>Mustang | <input type="checkbox"/> Bruce Scherman, '68<br>Rauchero  |
| <input type="checkbox"/> Jay Reynolds, '78<br>Volvo     | <input type="checkbox"/> Chris Jacobs, '66<br>Chevelle    |
| <input type="checkbox"/> Kurt Grimes, '98<br>Tahoe      | <input type="checkbox"/> Dan Wishaar, '69<br>Road Runner  |
| <input type="checkbox"/> Amber Alberta, '07<br>Mustang  | <input type="checkbox"/> Mike Lansford, '01<br>PT Cruiser |
| <input type="checkbox"/> Casey Scranton, '11<br>Camaro  | <input type="checkbox"/> Claus Ettensberger,<br>Mercedes  |

The Invitational, presented by K&N Filters and Wilwood Disc Brakes, will consist of vehicles that represent a variety of industry-leading muscle cars, pro-touring cars, hot rods and street trucks, from both import and domestic manufacturers. The participants range from newcomer enthusiasts to seasoned industry veterans.

"It was difficult to select a limited number of vehicles for the OPTIMA Ultimate Street Car Invitational," says Cam Douglass, director of product development and marketing for OPTIMA Batteries. "There are so many extraordinary vehicles at SEMA and we are always impressed with the quality of vehicles that are at the show. However, we did have some standout selections that will be the perfect addition to our Invitational."

### 2011 OPTIMA Ultimate Street Car Invitational Details

The OPTIMA Invitational will take place at Spring Mountain Motor Resort and Country Club, a state-of-the-art racing facility in Pahrump, NV during the first week of November. The OPTIMA

Invitational brings in some of the top automotive talent, highly modified vehicles, credible racing veterans and fresh talent with undiscovered street machines.

The main events of the OPTIMA Ultimate Street Car Invitational take place Saturday, Nov. 5, and will offer something for every race fan with the BFGoodrich Hot Lap Challenge, Ridetech Autocross Challenge, Wilwood Disc Brakes Speed Stop Challenge, and the Raybestos Performance and Design Challenge. The Detroit Speed and Engineering Road Rally will occur the day before, following the close of the SEMA Show.

New this year, fans will be able to view the action from the front row for the first time ever. A limited number of spectator tickets are available for purchase. Spectators and fans can purchase tickets by visiting [OPTIMAInvitational.com](http://OPTIMAInvitational.com) prior to Saturday, Nov. 5.

Sponsors of the 2011 OPTIMA Ultimate Street Car Invitational include the presenting sponsors are, K&N Filters and Wilwood Disc Brakes, and the race event sponsors, including BFGoodrich, Ridetech, Wilwood Disc Brakes, Raybestos, Detroit Speed and Engineering. Additionally, The Roadster Shop, MagnaFlow, RECARO, Harman Kardon and Pioneer are associate sponsors for the OPTIMA Invitational. For more information on the OPTIMA Ultimate Street Car Invitational participants, the official rules, and more, visit <http://www.optimainvitational.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).

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