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## **NEWS RELEASE**

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### **2011 OPTIMA® Ultimate Street Car Invitational: Second Round of Participants Announced**

*Invitational brings the hottest late model and classic muscle cars to Nevada for one of the industry's most highly anticipated events*

Oct. 7, 2011 (MILWAUKEE) – OPTIMA® Batteries, the global leader in high-performance automotive and marine batteries, prepares for the fourth annual OPTIMA Ultimate Street Car Invitational, presented by K&N Filters and Wilwood Disc Brakes, by revealing the second round of qualifiers.

The first round of finalists was announced to the public on Sept. 19 and included Mark Stielow (2010 OPTIMA Ultimate Street Car Invitational Champion) and several other highly qualified drivers and vehicles. This next round of qualifiers represents a variety of industry-leading muscle cars, pro-touring cars, hot rods and street trucks, from both import and domestic manufacturers. The current list of drivers range from newcomer enthusiasts to seasoned industry veterans. Initial qualifiers were recruited through a series of events of similar format that tested drivers' skills and vehicle performance power. The final qualifiers and list of drivers and vehicles will be announced at SEMA.

The following participants make up the second group of qualifiers who have earned a spot to compete in this year's OPTIMA Ultimate Street Car Invitational:

- Jason Childress, '69 Ford Mustang
- Mike Copeland, '11 Chevy Camaro
- Matt Farah, '98 C5 Chevy Corvette
- Rob Ferreti, '01 Chevy Corvette
- Mitch Greenblatt, '08 Mercedes CLK63
- Andrew Herold, '72 Chevy Camaro
- Scott Hoag, '11 Ford Mustang
- Randy Johnson, '69 AMX
- Albert Melchior, '70 Pontiac Formula
- Allan Miller, '10 Chevy Camaro
- Carlos Monterrubio, '73 Nissan 240Z
- Terry Neuville, '68 Chevy Camaro
- Joe Shown, '90 Corvette ZR1
- Marty Sokulski, '68 Dodge Charger
- Filip Trojanek, '66 Ford Mustang
- Curt Ukasic, '62 Nova Runt
- Mark Wetterau, '69 Chevy Camaro
- Pete Callaway, '08 Corvette Z06

“While the OPTIMA Ultimate Street Car Invitational has gained significant attention and interest within the performance automotive aftermarket industry over the past few years, it's the amazing vehicles and high level of driver talent that make the competition thrilling,” says Cam Douglass, director of product development and marketing for OPTIMA Batteries. “There are some standout participants this year and I, personally, am excited to see what the competition will bring.”

## Final List of Finalists

While the majority of the OPTIMA Ultimate Street Car Invitational participants have been selected, there is still one additional opportunity to qualify. During the SEMA Show, a committee made up of OPTIMA and industry representatives will walk the show floor in Las Vegas, looking for the best of the best across all vehicle segments. This final search will be promoted during the show and the final vehicle invitations will be awarded during the SEMA Show at the OPTIMA Ultimate Street Car Invitational press conference to be held on Thursday, Nov. 3, at 11:30 a.m. PT in the OPTIMA Batteries booth# 22755, located in center hall.

## 2011 OPTIMA Ultimate Street Car Invitational Details

The Invitational will take place at Spring Mountain Motor Ranch, a state-of-the-art racing facility in Pahrump, Nev. during the first week of November. The Invitational brings in some of the top automotive talent, highly modified vehicles, credible racing veterans and fresh talent with undiscovered street machines.

The main race activity of the OPTIMA Ultimate Street Car Invitational takes place on 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 will be available for purchase. Spectators and fans can purchase tickets by visiting [OptimalInvitational.com](http://OptimalInvitational.com) through Nov. 4, 2011, or until the event sold out.

Sponsors of the 2011 OPTIMA Ultimate Street Car Invitational include the presenting sponsors, 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 Ultimate Street Car Invitational. For the current, full list of the OPTIMA Batteries Ultimate Street Car Invitational participants, the official rules, and more information on the event, 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).

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 1 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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