



**\*\*\* MEDIA ALERT \*\*\***

**OPTIMA® Batteries Ultimate Street Car Invitational Press Conference  
at the 2011 SEMA Show**

*OPTIMA Batteries press conference scheduled to announce  
new Invitational participants and competition details*

**WHAT:** OPTIMA® Batteries will hold a press conference at the 2011 SEMA Show to announce the final group of drivers and one-of-a-kind vehicles selected to participate in the OPTIMA Ultimate Street Car Invitational, presented by K&N Filters and Wilwood Disc Brakes, which will be held at Spring Mountain Motorsports Ranch in Pahrump, Nev., on Saturday, November 5, 2011.

The current list of vehicle qualifiers represents a variety of industry-leading muscle cars, protouring cars, hot rods and street trucks, from both import and domestic manufacturers. New for this year, spectators will be able to view the racing action from the front row for the first time ever.

A committee made up of OPTIMA and industry representatives will walk the SEMA Show floor 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 announced during the press conference. For a current list of OPTIMA Ultimate Street Car Invitational participants or more information on the event, please visit <http://www.optimainvitational.com/>.

In addition to news about this year's Invitational, the press conference will reveal a notable charity 2012 partnership.

**WHEN:** Thursday, November 3 at 11:30 a.m. PT

**WHERE:** The 2011 SEMA Show held at the Las Vegas Convention Center - OPTIMA Booth #22755, located in the Central Hall

**WHY:** The Invitational brings in some of the top automotive talent, highly modified vehicles, credible racing veterans and fresh talent. 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, are using strict criteria to select all finalists. This elite group will include some of the most well-known drivers and vehicles in the industry.

**INTERVIEW & PHOTO OPPORTUNITIES:**

- Interview and photo opportunities with:
  - o Cam Douglass, director of product development and marketing for OPTIMA Batteries, and founder of the OPTIMA Invitational
  - o The 2011 OPTIMA Ultimate Street Car Invitational vehicle finalists, drivers and owners and 2010 defending champion

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