



FOR IMMEDIATE RELEASE

Media Contact:
Anne Viljaste
Olson PR
312-854-7523
Aviljaste@oco.com

**Danny Popp wins 2011 OPTIMA®
Ultimate Street Car Invitational
in his 2006 Chevrolet Corvette
Z06**

*Popp crowned final winner in this performance
automotive all-star event after epic tiebreaker*

Nov. 8, 2011 (MILWAUKEE) – Last Friday, while the rest of the SEMA exhibitors and attendees packed up and headed home, 53 drivers, their vehicles, sponsors and the entire OPTIMA® Batteries team headed southwest one hour to Pahrump, Nev., to compete in the highly anticipated OPTIMA® Ultimate Street Car Invitational presented by K&N Filters and Wilwood Disc Brakes. The fierce competition yielded tight results with a tie for first place overall between Danny Popp and Mark Stielow, the 2010 OPTIMA Invitational winner. The official tiebreaker ruling designates that the winner is determined by the fastest lap of the BFGoodrich Hot Lap

Challenge. As Popp had the advantage, he and his respected 2006 Z06 came out on top, winning the coveted title of OPTIMA Batteries Ultimate Street Car of 2011.

Danny Popp, who currently resides in Ohio, is a skilled driver with an impressive list of amateur credentials. Popp is a Corvette technician/race specialist by trade at McCluskey Chevrolet in Cincinnati. Popp's heavily modified Corvette along with extensive seat time in SCCA, NASA and One Lap of America events provided that extra edge to beat some very tough competition.

“It was a thrill to compete in the 2011 OPTIMA Ultimate Street Car Invitational. I have watched this event for the past two years, and to be able to win this event as a rookie has me elated,” said Popp. “The field this year was incredible and the competition was fierce. The growth of this event is exciting and I look forward to attempting to defend the title again next year, if we are fortunate enough to be invited.”

One of the true OPTIMA Invitational heroes was Popp's fellow Corvette competitor Peter Callaway, who helped save the day for Popp by giving him the master cylinder off of his 2008 Callaway Corvette SC652 so Popp could compete in his final event, the Wilwood Disc Brakes Speed Stop

- more -

Challenge. Without this act of sportsmanship and camaraderie, Popp would have been eliminated.

OPTIMA Batteries announced Popp and each of the segment winners at an awards ceremony immediately following the close of events on Saturday, Nov. 5 at Spring Mountain Motor Resort and Country Club. All participants are acknowledged for being selected to compete in the exclusive event and the following is a list of top-finishing results:

Overall OPTIMA Ultimate Street Car

- 1st – Danny Popp, 2006 Chevrolet Corvette Z06
- 2nd – Mark Stielow, 1969 Camaro

Raybestos Performance Design Competition

- 1st – Phil Gerber, 1967 Chevy Nova
- 2nd – Curt Ukasic, 1962 Nova Runt

BFGoodrich Hot Lap Challenge

- 1st – Danny Popp, 2006 Chevrolet Corvette Z06 (Fastest time 01:42.208)
- 2nd – Pete Callaway, 2008 Callaway Corvette SC652 (Fastest time 01:44.749)

Ridetech Street Challenge Autocross Competition

- 1st – Danny Popp, 2006 Chevrolet Corvette Z06 (Fastest time 00:38.251)
- 2nd – Mary Pozzi, 1973 Chevrolet Camaro RS (Fastest time 00:39.414)

Wilwood Disc Brakes Speed Stop Challenge

- 1st – Gary Rubio, 2009 Nissan GTR (Fastest time 00:06.541)
- 2nd – Mark Stielow, 1969 Camaro (Fastest time 00:07.096)

“This year’s event once again exceeded our expectations in terms of excitement, level of performance and design and the involvement of the entire performance industry,” said Cam Douglass, director of marketing and product development for OPTIMA Batteries. “From muscle cars to hot rods to imports and street trucks, we had builders and owners of the hottest cars in the world out on the track showing that these vehicles really can do what they are built for.”

New this year, fans were able to view the action from the front row. More than 500 spectators came out to enjoy the high-performance racing action. The entire event, from the pre-SEMA builds to the awards ceremony, was shot for a national TV show, which will air in early 2012 on a national cable network. Sponsors of the 2011 OPTIMA Ultimate Street Car Invitational include the presenting sponsors, K&N Filters and Wilwood Disc Brakes, and race event sponsors, including BFGoodrich, Ridetech, Wilwood Disc Brakes, Raybestos, and Detroit Speed and Engineering. Additionally, The Roadster Shop, MagnaFlow, RECARO, Harman Kardon and Pioneer are associate sponsors for the OPTIMA Invitational. For full event results, more information on the OPTIMA Invitational



participants, 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.

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>.

###

