



## NEWS RELEASE

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### FOR IMMEDIATE RELEASE

## **OPTIMA Batteries® Announced as the Official Battery of the Sportscar Vintage Racing Association**

May 16, 2007 (MILWAUKEE) – OPTIMA Batteries® and the Sportscar Vintage Racing Association (SVRA) have announced their partnership for the 2007 season. OPTIMA will hold title sponsorship of the SVRA Sprint Series and has become the official battery of the organization.

SVRA is one of the largest organizations hosting vintage and historic racing events in North America. It was founded over 20 years ago with the vision of keeping vintage racecars on racetracks where they belong. Today, fans watch racecars spanning five decades compete head-to-head on some of the greatest tracks including Sebring, Elkhart Lake, Mid-Ohio and Watkins Glen.

“OPTIMA batteries are the most advanced technology batteries available, yet our products are perfect for the demands of vintage racecars,” said Steve Kepler, global sales and marketing director for OPTIMA Batteries. “The benefits of using OPTIMA batteries in older vehicles include longer shelf-life - for those vehicles being stored for long periods of time, up to 2 times the life, leak-proof design, maintenance free and over 15 times more vibration resistant. Not to mention, OPTIMA batteries have a visually pleasing design with a colored top – the only battery that fits in with all these vintage works-of-art!”

The 2007 SVRA season kicked-off in March and goes through October, making it's final appearance at Road Atlanta in Braselton, GA October 18 - 21. The OPTIMA Batteries sponsorship will be officially announced at the Road America Vintage GT Challenge on May 18, just down the road from Milwaukee-based Johnson Controls Inc., the company who manufacturers OPTIMA Batteries.

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Visit [www.optimabatteries.com](http://www.optimabatteries.com) to find out more about OPTIMA Batteries.

**About OPTIMA Batteries**

OPTIMA® Batteries are manufactured by Johnson Controls. Johnson Controls is a global market leader in automotive systems and facility management and control. In the automotive market, it is a major supplier of integrated seating and interior systems, and batteries. For nonresidential facilities, Johnson Controls provides control systems and services including comfort, energy and security management. Johnson Controls, founded in 1885, has headquarters in Milwaukee, Wisconsin. OPTIMA® and OPTIMA SPIRALCELL TECHNOLOGY® are registered trademarks of Johnson Controls Battery Group, Inc. For more information visit <http://www.johnsoncontrols.com>, <http://www.OPTIMAbatteries.com>, and <http://www.autobatteries.com>.

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