

## NEWS RELEASE

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FOR IMMEDIATE RELEASE

### **OPTIMA® Batteries Expands Line to Fit Sport Compact Market**

***YellowTop™ Group 51** battery, making **SPIRALCELL Technology®** available for many of the most popular sport import cars*

October 24, 2007 (MILWAUKEE, Wis.) – For the last 12 years, OPTIMA Batteries® has been the power supply of choice for on-road and off-road racers and marine enthusiasts. Now, the sport compact market can also take full advantage of OPTIMA's patented SPIRALCELL Technology®. OPTIMA Batteries is re-introducing the Group 51 and 51R (2.7 liter/B24) YellowTop™ battery, designed to OPTIMA's high quality specifications and built to fit some of the most popular import vehicles.

The re-launch of the battery will take place at the 2007 SEMA Show. The launch of the Group 51 YellowTop battery, has been greatly anticipated by a large contingency of import tuners, racers and audiophiles since OPTIMA paused production in 2004, in an effort to perfect the performance battery technology.

"The release of the Group 51 is important to our performance minded customers," said Steve Kepler, Executive Director for Global Sales and Marketing. "Its small package is capable of starting high-performance engine, while delivering deep-cycling capabilities to audio enthusiasts and extreme racers. "

The Group 51 (2.7 liter) YellowTop battery features the following specifications:

Length:	9 15/16"
Width:	5 1/16"
Height:	8 15/16"
Weight:	26 lbs.
CCA:	450
Reserve capacity:	55 minutes

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The new Group 51 and 51R batteries complete an already extensive line of Optima batteries including the Group 35, Group 75/25, Group 34 and Group 31 YellowTop models. With the introduction of the 51, Optima can now fit many tuner cars including the Subaru WRX and Mitsubishi EVO as well as domestic sport compacts and import SUVs with a dual purpose YellowTop battery. The Group 51 is also able to fit some of the most popular European vehicles from Audi, Volkswagen, BMW and some Mercedes models. This new battery is the most compact and lightest of the entire family of OPTIMA Batteries, which includes not only the YellowTop dual-purpose automotive battery, but also the RedTop™ automotive starting batteries and the BlueTop™ deep-cycle and starting marine batteries.

The patented SPIRALCELL Technology in an OPTIMA Battery is what differentiates it from the competition and is apparent in the product's appearance, featuring a six-pack design, which holds the six compressed spiral-wound cells.

The proprietary technology provides the following advantages to traditional lead acid batteries:

- Optimal starting **power**, regardless of temperature
- Up to **16 times** the vibration resistance
- Up to **twice** the cycle life
- Lower self-discharge (**longer shelf/storage life**)
- Completely **leak-proof, spill-proof**, mountable in almost any position
- **Maintenance free**
- **Faster recharging** capabilities

In addition to these benefits, the battery's completely sealed case makes it the only battery in the world approved for air transport by both the United States Department of Transportation (US DOT) and the International Air Transport Association (IATA). Most batteries can be shipped via ground transport only.

The new Group 51 and 51R YellowTop batteries are now available through leading battery distributors throughout the globe. Consumers should look for the unique colored top and six-pack design that OPTIMA is known for 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. 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 one 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>.

