



## **NEWS RELEASE**

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FOR IMMEDIATE RELEASE

### **OPTIMA® Batteries Ultimate Street Car Invitational: Legendary Pace Car Announced at the 2009 SEMA Show**

*Historic 1970 Boss 302 Mustang #15 will set the baseline as the official Invitational pace car*

November 5, 2009 (MILWAUKEE) – OPTIMA® Batteries announces the 1970 Boss 302 Mustang #15, driven by owner Brian Ferrin, as the official pace car of the 2009 OPTIMA Ultimate Street Car Invitational. This vehicle is one of the few surviving factory Trans Am Boss 302 Mustangs and the most original of its kind found at the 2009 SEMA Show. It can be seen on display during the SEMA show in the OPTIMA Batteries SEMA booth #23561.

“It is an honor to have this legendary Boss 302 at the OPTIMA Ultimate Street Car Invitational to run through each event category and set the baseline for the finalists,” says Cam Douglass, director of product development and marketing for OPTIMA Batteries. “As almost an entirely original vehicle, with the exception of a repaint in 1990 and an OPTIMA battery as the only new part, this will give the Invitational vehicle owners and drivers a chance to watch one of the classic vehicles they are looking to emulate and see how their newer models, with the latest aftermarket parts and upgrades, will stack up.”

George Follmer, who was inducted in the Motorsports Hall of Fame of America in the sports car category in 1999, was the original driver of the car. The Boss 302 Mustang, built by Ford’s Kar Kraft and Bud Moore Engineering, was completed in June, 1971 as a new car for Follmer. It began as one of four uni-body chassis assemblies instead of a semi-completed production car and thus never received a serial number.

Ready in time for the August 1, 1971 race at St. Jovite, it replaced the car Parnelli Jones used in 1970, and continued his car number, but with George Follmer now behind the wheel. While changing hands several times over the following 16 years, the logbook shows no entries until June, 1993 at the Wine Country Classic vintage races in Sonoma, California. Having been repainted yellow and returned to its original Trans Am appearance, it was sidelined with mechanical problems. It remained unraced and on

display in a private collection until February, 2003. Later that year, Brian Ferrin recognized the importance of this 1970 Boss 302, purchased the car and freshened it up mechanically to return it to vintage race events.

“The car has remained remarkably intact throughout its life, avoiding many of the misfortunes endured by other factory cars,” says Ferrin. “Ninety percent of the sheetmetal is original including the lightweight panels used in its initial construction. It still runs with its original ‘white-stripe’ race-prepared Ford toploader transmission with special gearing, Kar Kraft front spindles and hubs, special steering linkage and Kelsey Hayes ‘floating caliper’ brakes. All of the special coolers, pumps, and lines for the transmission and differential are in place, as is the original brass radiator and the ductwork for the air intake and brake cooling.”

The OPTIMA Batteries Ultimate Street Car Invitational, presented by RideTech and K&N Filters, will take place on Saturday, November 7 – right on the heels of the leading specialty automotive trade event, the SEMA Show. Held at Spring Mountain Motorsports Ranch in Pahrump, Nevada, this Invitational will challenge up to 50 of the finest street machines in the world, showcasing the quality, performance and talent of the country's top builders, manufacturers and car owners. For the current list of the OPTIMA Batteries Ultimate Street Car Invitational participants or more information on the event, visit <http://www.optimainvitational.com/>

The OPTIMA Batteries Ultimate Street Car Invitational sponsors include: (Presenting) RideTech; K&N Filters; (Platinum) Speed by Spectre; BFGoodrich; Baer Brakes; (Gold) MagnaFlow; Bowler Transmissions; MSD; (Silver) The Roadster Shop; Lateral-G.net; Pfaff Designs; (Bronze) Fesler-Moss Camaro; Anvil; FM3 Performance Marketing; (Product) Detroit Speed & Engineering; Vintage Air; Eibach Springs; Classic Instruments; (Associate) Good Guys Rod & Custom; Shelby Automobiles; Silver State Classic Challenge; and Protouring.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).

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