



NEWS RELEASE

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OPTIMA® Batteries' One Lap Camaro Takes First Place at One Lap of America Road Race

*James Shipka and his '67 Chevy Camaro RS place first in Vintage American Class
at eight day, 3,529 mile endurance race*

June 2, 2010 (MILWAUKEE) – Despite being a first-time competitor, the OPTIMA® Batteries-sponsored One Lap Camaro finished first in the American Vintage Class at the One Lap of America endurance race that took place around the country from April 30 to May 8, 2010. Formerly known as “The Cannonball,” which was immortalized in the *Cannonball Run* films starring Burt Reynolds, the One Lap of America Race is eight days of 18 track events with more than 3,500 miles of highway driving in between each event. The competing cars must be driven to each race site and are not allowed to have any support vehicles aiding them en route to the events.

"The One Lap of America race proves the durability and endurance of a variety of vehicles and aftermarket products," says Cam Douglass, director of product development and marketing for OPTIMA. "We commend James and David on the big win and attribute their success to their dedication to and preparation for the event."

Though new to the race, the OPTIMA One Lap Camaro team of drivers, James Shipka and David Pozzi, managed to outrun, outwit, and outlast Michael Hickman and Damon Josz and their 1981 Camaro Z28, who had dominated the American Vintage Class since 2003. Yet according to owner Shipka, winning was not exactly what the OPTIMA One Lap Camaro team had in mind as the race began. "Our original goal was to finish and finish well. It wasn't until the third day that Dave and I realized, 'we have a chance.'"

When the dust settled this year, five of the 68 starters were not running on the last day. Over the course of the week, 19 different competitors failed to finish one or more of the stages. Even though Shipka was driving a 1967 Chevy Camaro RS in an event where more than 20 percent of the entrants fail to finish every stage, it ultimately wasn't the car that worried him. "I assumed that the car would be the weak link,"

Shipka says, but it was the people that took the hardest toll. “The race was tougher on our bodies than it was on the Camaro. The hardest part was taking care of ourselves,” Shipka added.

The drivers were tested not only by the roads and by their competitors, but also by hunger and exhaustion. By day five of the race, co-driver Pozzi came down with severe dehydration and was no longer able to drive. Shipka says it was Pozzi who would not allow the OPTIMA One Lap Camaro team to quit. “I had 9-1-1 dialed on my phone and was ready to pull the plug, but we were only five points behind at the time and Dave didn’t let me do it.”

Shipka credits his OPTIMA RedTop® battery for the One Lap Camaro’s performance. “I know it sounds hokey, but that RedTop really saved us,” he says. “On day three, on the way from Tulsa to St. Louis, our alternator died. We limped about 25 miles on just the battery alone. As we tried to repair the problem, we started the car hundreds of times with no alternator and that RedTop did not quit. I’d hate to think of what would have happened with a lesser battery.”

For more information the OPTIMA One Lap Camaro, visit <http://www.onelapcamaro.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.

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