

# CURRENT

OFFICIAL  SPONSOR

INTERSTATE  
BATTERIES



Volume 14, No. 1

Look for us on the Internet at [www.interstatebatteries.com](http://www.interstatebatteries.com)

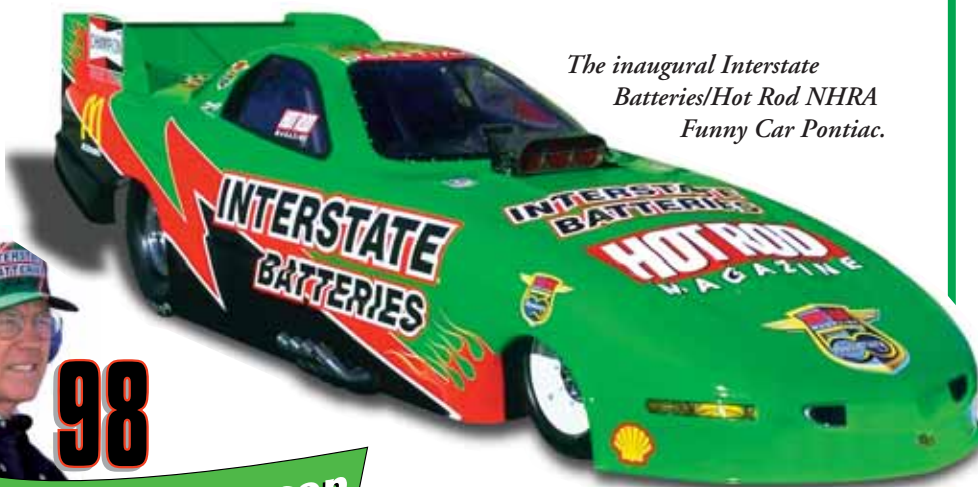
February 1998

## DOUBLE IMPACT. MORE SALES!

The Interstate Batteries  
NASCAR Winston  
Cup Pontiac.



The inaugural Interstate  
Batteries/Hot Rod NHRA  
Funny Car Pontiac.



19 98

Joe Gibbs Looks to the New Season

**T**he end of last year's season was really a great one for our Winston Cup team, but I want to add that this year promises to be even better.

After a year full of consistent top-five runs, Bobby clinched an exciting repeat win in Atlanta and ended the '97 season with his career best – seventh place in points. Anytime you win one of these races, it's such a thrill, especially since at that point we had come close but hadn't won yet. I was very happy for Bobby, Jimmy and everybody on the team.

Since then, the guys have all been working harder than ever to prepare for 1998. Of course, it all kicks off soon at the Daytona 500 and a big cause for excitement at that race is the No Bull 5, Winston's new bonus program. The top five teams from last October's Talladega race are eligible for a \$1 million prize by winning at Daytona. And believe me, we're all for that! With Bobby's second-place finish at Talladega, our chances are very good that the first race of the season will be a win to talk about for the Interstate Batteries team.

In November, we really focused on our short track program, trying to improve in that area for '98. We've experienced success in a lot of different areas so far, especially at superspeedways, and now we want to focus on those little details that will make us a championship contender. We want to be as competitive as possible at all the race tracks we go to.

And, of course, our engine program made great strides last year. I would say we had a slow start and a fast finish. If we can pick up where we left off, I think that will be a real plus for us this year.

See Winston Cup, page 6

**I**t's that time of year again – when a new racing season brings new speed records and more great NHRA action. And let me tell you, this year I'm more excited than ever about the Interstate Batteries/Hot Rod Funny Car team.

First of all, having Interstate step up from associate to title sponsor this year means a great deal to me as we strengthen the relationship between Interstate and Joe Gibbs Racing. Interstate has been a key partner of my racing program since it began in '92. Side by side, we'll continue to bring racing excellence to the forefront at NHRA events. And with Hot Rod (produced by Peterson Publishing) as our co-sponsor, we're looking for a lot of great articles in *Hot Rod Magazine*, *Motor Trend*, *Circle Track* and other popular Petersen magazines – publicity that'll go right to your customers!

Our goal this year, as it has always been, is to be a high-profile team both on and off the track. Of course, we want to win and I feel we have the potential to do that. But we also want to represent our sponsors and the NHRA in the highest standard. We want to be respected not only by fans, but also by our competition.

I firmly believe we have the right ingredients to contend for the Funny Car championship in 1998. With a blue chip crew chief in Wes Cerny tuning the wrenches and an experienced and talented driver in Cruz Pedregon, there's no question we've got an excellent combination.

See Funny Car, page 6

INTERSTATE BATTERY  
SYSTEM OF AMERICA, INC.  
12770 Merit Dr Ste 400  
Dallas Texas 75251-1292

Bulk Rate U.S.  
Postage Paid  
Permit No. 3492  
Dallas, Texas

INSIDE  
THIS  
ISSUE



Interstate's  
New, Extreme  
Performance  
Line  
p. 2



Win this  
Official Racing  
Helmet!  
p. 8

# Introducing Interstate's New Product Line...

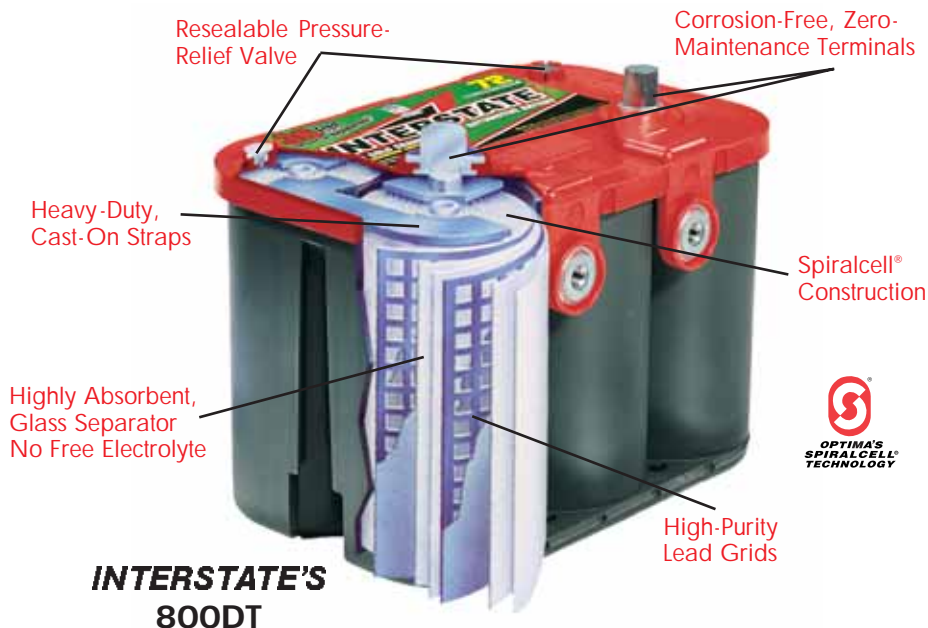
## EXTREME TECHNOLOGY

**W**ouldn't you like to have a glimpse of our future? I'm not talking about calling some psychic hotline. But I think you can see some attributes that are 'ahead of their time' when you take a look inside Interstate's new line of performance batteries.

Notice this is not a "new and improved" line. It's totally different from the Interstate product you've carried on your shelves for years, because of its innovative and unique construction. We call it our "extreme performance" line.

It's important to know this line is not for the majority of your customers, but that becomes pretty apparent when you see the retail price. These batteries are made to fit some pretty demanding requirements, and you probably have at least a few customers that could benefit from this new line.

For those folks, you now have a lot to offer. First of all, these performance products come with a 36-month free replacement (72-month proration) warranty on personal starting engine applications. They're that good.



**INTERSTATE'S  
800DT**

As you can see in the battery cutaway, this battery has a type of construction called Spiralcell technology, which features microporous glass separator material (AGM) to retain the electrolyte. But let's put it another way: each cell has more than eight feet of high purity lead plates (which are also taller than traditional plates) to produce more power!

So yeah, they're powerful. And they're sealed, so they are totally maintenance free. In fact, because of the AGM, even if the

case is broken this product will not leak.

These batteries are safer to handle, easier to recharge and tougher against vibration and extreme temperatures. Just think about your customers who power:

- specialty or seasonal use vehicles
- four wheel drive or recreational vehicles
- farm equipment
- boats
- race cars
- ambulances, police cars, fire engines
- demanding stereo equipment
- other accessory-loaded vehicles
- or customers who need easy-to-transport backup power

These are some of the customers who can benefit most from Interstate's performance line. You'll find the warranty and maintenance-free advantages make this an easy sale to folks with tough standards, especially those who demand vibration resistance. The Spiralcell design means there's virtually no vibration damage or plate shedding. This is truly an excellent product for vibration-heavy applications.

### Charging Information

These batteries recharge in less time because of their great plate surface area and lower internal resistance. An added benefit? Damage from accidental deep discharge is less likely due to high-purity lead grids.

### RECOMMENDED CHARGING INFORMATION

Alternator:	13.8 to 15.0 volts
Battery Charger: (Constant Voltage)	13.8 to 15.0 volts, 10 amps maximum, 8-10 hours approximate
Float Charge:	13.2 to 13.8 volts, 1 amp maximum current
Rapid Recharge: (Constant Voltage Charger)	Maximum voltage 15.6 volts No current limit as long as temperature remains below 125°F Charge until current drops below 1 amp

Recharge time (example assuming 100% discharge-10.5 volts)

Current	Approx. time to 90% charge
100 amps	35 minutes
50 amps	75 minutes
25 amps	140 minutes

Recharge time will vary according to temperature and charger characteristics. When using Constant Voltage chargers, amperage will taper down as the battery becomes recharged. When amperage drops below 1 amp, the battery will be close to a full state of charge.

**Cyclic application or series string applications (CV/CC) (D750DT ONLY):**  
Constant Voltage with Constant Current finish: 14.7 volts, temperature < 125°F, no current limits. When current falls below 1 amp, finish with 2 amps constant current for 1 hour.

As you can see, this battery is built to handle some rough conditions, but again I want to caution you that they are not the answer for every application.

This new technology can bring your customer outstanding advantages in the right application *today*. ■

To find out more about carrying these performance batteries, please contact your local Interstate Distributor or the Dallas, Texas office at 800-541-8419 or stans@ibsa.com.

**INTERSTATE  
BATTERIES**

POWER FAST. BUILT TO LAST.™

### SPECIFICATIONS CHART

PERFORMANCE SPECIFICATIONS	800DT	D750DT
	STARTING	DEEP CYCLE
Voltage	12	12
Cold Cranking Amps, 0°F	800	750
Marine Cranking Amps, 32°F	1000	900
Reserve Capacity - Minutes	120	124
Capacity (C/2 rate) - Amp Hours	47	52
Capacity (C/20 rate) - Amp Hours	56	65
Battery Power - KW	9.6	9.0
Internal Resistance - Ohms	.0030	.0028
BCI/SAE CYCLE LIFE	N/A	350
PHYSICAL SPECIFICATIONS		
Length (inches)	10	10
Width (inches)	6.8	6.8
Height (inches)	7.8	7.8
Weight (Min. lbs.)	38.2	43.5
Type Post/Terminal	Dual	Dual
BCI Group	34	34



**Jimmy Makar**  
Winston Cup Crew Chief



**Wes Cerny**  
Funny Car Crew Chief

# Callin' The Shots

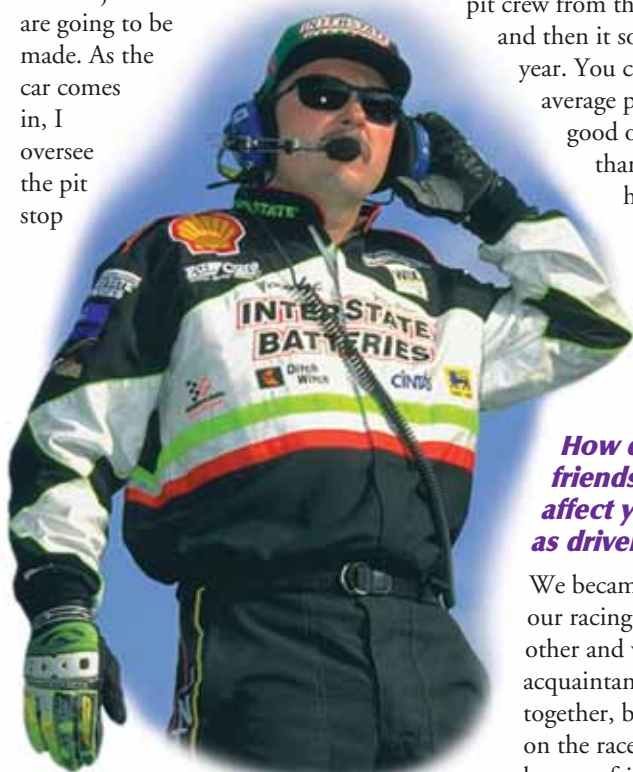
In 1992, Crew Chief Jimmy Makar came to help Joe Gibbs build the football legend's brand new race team. In six years, going on seven, Jimmy has built a solid foundation with the team, leading them to the front of the Winston Cup pack. Widely known as a chassis specialist, his expertise is broad as he oversees all operations at the shop and in the pits on raceday.

**The team's using a new engine this year. How is it different from the old one?**

We've been working on the SB2 block almost a year now, testing and developing. It's a completely different cylinder head design from what we've had over the last 10 years. We pretty much got all of the horsepower out of the existing heads; we were down to nitpicking a horsepower or two here and there out of it, so it was time to design something new. The SB2 gives us a fresh starting point, and if we can start out at least as good as we were, 10 years from now we'll be a lot farther along.

**What do you do during a race?**

I determine what changes are going to be made to the car as we're getting ready for a pit stop. I communicate with Bobby and decide what adjustments are going to be made. As the car comes in, I oversee the pit stop



*Team leader Jimmy Makar talks strategy with Bobby Labonte while keeping an eye on the track.*

and make sure everything goes according to plan. I also watch other team's strategies, to see if they're doing something different that we might do later.

**Do you prepare a strategy before each race?**

Yeah, there's an overall strategy already planned out going into a race. But after Saturday's final practice, when I see all the trends that are happening on the track, we determine the specific strategies we'll take on raceday.

**You talk to Bobby throughout the race. What do you talk about?**

Every time he completes a lap, I give him his lap time so he can figure out his speed in relation to the cars around him. I give him the distance between him and the leaders, or if he's leading, how far out front he is. Then every 10 or 15 laps he reports on the car: what it's doing, how it's changing as the tires are getting worn out and the fuel load burns off, etc.

**Toward the end of last year, pit stops were smoother and quicker. What do you attribute that to?**

That's due to a lot of practice and hard work. We'd had a pretty good pit crew from the very beginning, and then it sort of fell apart last year. You can find plenty of average pit crew members, but good ones that are better than everybody else are hard to find. It took some time to develop a group of people over the course of a year that performed well together.

**How does your friendship with Bobby affect your relationship as driver and crew chief?**

We became friends through our racing. We knew of each other and we were just acquaintances before working together, but it's our experience on the race team that got us to become friends. And I think that's a good thing. You've got to have chemistry between your driver and your crew. ■

NHRA veteran Wes Cerny has been a major force in Funny Car and Top Fuel racing, both as a crew chief for some of the field's top contenders and as a team owner. Among other highlights, Wes has been credited with helping Kenny Bernstein break the Top Fuel record of 300 mph. Now, he's joining the Interstate Batteries/Hot Rod Funny Car team to help bring this program to new heights – and speeds.

**You're going from a Top Fuel team to a Funny Car team this year. How do these types of cars compare?**

Basically, they're like two animals in

dragsters ran was 321 mph – not much of a difference!

**Have you ever driven an NHRA race car?**

I have never actually raced a car down the timed quarter-mile. When I was young (and I'm not a real youngster anymore!) I drove hot rods in street races. But as for me having driven a timed quarter-mile, no, I haven't.

**What are the Funny Car pit crew's responsibilities?**

On raceday, the six pit crew members keep the car in its running condition, which includes doing a complete search of the engine between each round. All the cylinder heads, superchargers, rods and pistons go through



*Team leader, coach and hands-on expert, Crew Chief Wes Cerny adjusts Cruz Pedregon's driver controls before a test session at Phoenix.*

the same family. The dragster is naturally a little bit faster than the Funny Car because you can apply the power quicker and harder than you can with the Funny Car. But they have the same type of engine, clutch and fuel. The fuel requires a different management system, which, along with the clutch, has to be applied a little more cautiously in a Funny Car than with a dragster because the Funny Car is more sensitive to smoking the tires. The dragster gets a little bit better traction, so it in turn goes a little bit faster.

**What's the typical speed of a Funny Car?**

Funny Cars last year ran as fast as 315 mph, and the fastest that the

maintenance checks, and the clutch gets a whole new assembly after each round. The tires have to be maintained, and the car needs 15 new gallons of fuel each time it's run. During the week, the crew services every part of the engine. Generally speaking, our crankshafts last about one weekend of racing, so we have new crankshafts nearly every week. There's quite a lot of general maintenance, and that's just if nothing major goes wrong!

**What does your team have the potential to accomplish?**

I absolutely believe we have the potential to win the championship. With all our qualified personnel who have been involved in racing for many years, we can be a real force in the Funny Car field. I'm looking

# Winston Cup Team Gears up for '98 Season

Continued from page 1

The last several years' work has put us in a great position. Since we finished seventh in points last year, now we want to take a step up and get in the top two or three every week so we have an opportunity to race for a championship. We want to be a championship contender in 1998, and I know we can do it.

Going to all these races and working with a great group of folks to be the best race team out there is a lot of fun. People ask me why I made the switch from football to racing. It's because I always had the dream of being

involved in racing somehow. When I was younger, I wanted to be a driver. I would have liked to have done that, but I didn't get the chance since I went into another sport.

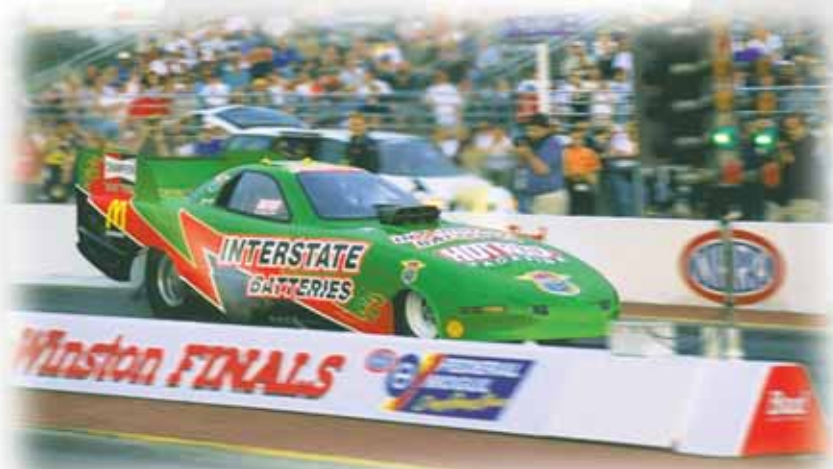
Today, though, I enjoy building the race team as an owner. You know, putting together the right combination of people to become one of the best teams around ... it's a big thrill for me. And I'm looking forward to another great year of watching the Interstate Batteries team heat up the track! ■



Look out for the Interstate Batteries Pontiac as it starts a seventh season of Winston Cup racing! This is Bobby Labonte's fourth year as driver for the team.

# Funny Car Gets Strong Start from INTERSTATE

Continued from page 1



The Interstate Batteries Funny Car is ready to face the competition in '98, with former Winston champion Cruz Pedregon steering the team to victory.

You may already know Wes is one of the top crew chiefs in NHRA. He's had a terrific career, and I am delighted that he's on board with us this year. Now, I feel the pieces of the puzzle are in place to contend for the Funny Car championship.

I also want to thank Interstate for the continued support, as an associate sponsor, of our Top Fuel dragster. With both these teams we have two of the best drivers on the circuit, Cruz and Cory McClenathan. And with Wes tuning the Funny Car and Mike Green tuning the dragster, it's like having a couple of first-string

quarterbacks leading the team in the attack. To sum it up, things are looking great for the Joe Gibbs Racing NHRA teams. I sure want to thank all of you for your support, whether at home by the TV or at the track. Together, we can cheer on the Funny Car and Top Fuel teams to victory!

*Note: Though McDonald's and Joe Gibbs Racing no longer sponsor Jim Yates' Pro Stock car, Interstate continues to support the team as an associate sponsor. Look for the Interstate Batteries name on the Pro Stock car in '98. ■*

## New Look Keeps the



## Hits Comin'

[www.interstatebatteries.com](http://www.interstatebatteries.com)

We hope you've already had a chance to see Interstate's newly designed web site at <http://www.interstatebatteries.com>. This new look is not only easy on the eyes, it also directs sales to your business with our online Dealer locator, and now provides information for every customer's specific need with our new online application guide. The site also features excellent product, technical, battery care and maintenance, recycling and safety information, plus racing and other Interstate Batteries data. Our goal is to keep the site's appearance and information up to date and meaningful so that you and your customers enjoy visiting often.

We appreciate your help on improving our Dealer information in the online locator. If you notice your information is incorrect or missing, please contact your local Distributor or use the email icon on the web site to contact us in the home office. We will let your Distributor know. Thank you! (And see page 8 for our race helmet giveaway to dealers who are open on the weekends.) ■



## Training for Today's Professional Technicians and Mechanics

**Look for these three-hour Automotive or Commercial ProClinics coming to your area! For more information, please call your local Interstate Distributor. (No registration available at the door.)**

Feb. 10 & 11	San Diego, CA (IBS of San Diego)
Feb. 18	Kansas City, MO (IBS of Northwest Missouri)
Feb. 19	St. Joseph, MO (IBS of Northwest Missouri)
Mar. 11 & 12	High Point, NC (IBS of North Carolina)
Mar. 17	Fond Du Lac, WI (IBS of Green Bay)
Mar. 18 & 19	Green Bay, WI (IBS of Green Bay)

# Dear Interstate...

If you have an interesting Interstate battery story or any comments, we'd like to hear from you. Please write to: **CURRENT • Interstate® Batteries • 12770 Merit Drive, Suite 400 • Dallas, Texas 75251** or email to: [janek@ibsa.com](mailto:janek@ibsa.com)

Dear INTERSTATE,

Recently, we installed two new Interstate Workaholic® batteries in one of our diesel ambulances. On an emergency trip to a hospital approximately 100 miles away, the alternator belt broke about halfway through. We continued on our journey with all of the emergency lights and sirens going.



On our return trip, the sun had set and we were forced to run the headlights all the way back. After returning to the station, we placed the unit out of service until it could be fixed.

The following morning, to take the ambulance to the repair shop we started it by warming the engine with glow plugs. It started as if there were never a problem!

Thanks to you and our battery Dealer, Hinnen Construction.

Sincerely,

Chillicothe Emergency Services  
Chillicothe, Mo.

Dear INTERSTATE,

Recently I had an interesting but good experience with one of your deep cycle batteries.

I went to my duck blind one day only to find 20 feet of water in it and my Interstate battery floating upside down! Wanting to hunt that day, I decided to give the battery a try by setting it up on a chair. Not only did the battery work, but it also pumped out all of the water! Needless to say, my hunting buddies and I were impressed, especially since the battery was over two years old.

What a great product! Just one of the reasons I am proud to be an Interstate Dealer.

Sincerely,

Jim Patterson  
P&G Electrical  
Rebuilders  
East Peoria, Ill.



Dear INTERSTATE,

I am an Interstate Dealer, and I'm proud to say I have an Interstate battery that just won't die! I purchased a two-year battery for my lawn tractor in April of 1986. I use the tractor once a week during the summer and fall months, and it sits in storage the rest of the time. Amazingly, my Interstate battery is still going strong almost 12 years later! (I have a friend who says he wants to dissect it when it eventually dies to find out how a battery could have lasted so long!)

I am pleased to represent Interstate Batteries because of the outstanding product quality, dependability and service you provide. I just wanted to say thanks for making such a long-lasting product!

Sincerely,

Joe Salco  
J&D Automotive  
Service  
East Meadow, N.Y.



Dear INTERSTATE,

In September 1996, Hurricane Fran came through our hometown with a fury. My brother and his wife were staying with me, and we ended up having extensive damage at my home, including his wife's new Honda Accord. A large oak tree fell directly on the roof of the car,

bending the front doors ajar and causing the indoor lights to come on. They stayed on the entire night, as well as a good portion of the next day until



we could cut the tree from the car. It was obvious that the car was a total loss.

My disheartened brother managed to get the hood up, only to find that the Interstate battery had cracked almost in half. Out of sheer frustration, he reached in to turn the ignition. Imagine our surprise when the car fired right up! Believe me – if we weren't Interstate customers before Fran, we sure are now.

Sincerely,

Denise Hughes

# Race Jacket To Go!



Now you can sport the windbreaker worn by the Interstate Batteries Winston Cup team! This jacket in a bag is literally two in one, with the bag turning into the jacket's front pocket. Great for races or anytime you need a coat that's easy to pack or carry! 100% nylon shell. 100% polyester lining.

## To Order:

Call Toll Free  
**1-888-855-8825** or  
**1-704-599-8100** or

Mail this order form to:  
**SPORTS IMAGE**  
 5301 West W. T. Harris Blvd.  
 Charlotte, NC 28269

Or fax to:  
**1-704-599-8126**

### SHIPPING RATES (No CODs Please)

\$00 to \$100 - \$8.50
\$101 to \$200 - \$10.50
\$201 to \$300 - \$12.50
\$301 to \$400 - \$14.50
\$401 to \$500 - \$16.50

Description	Item#	Price	Total
Field Jacket	C183104B	\$50.00	

Size	Qty	Size	Qty	Subtotal
SM		XL		
MED		XXL		
LG		XXXL		

Tax (NC residents only add 6%)  
 Shipping & Handling  
**TOTAL**

Please print clearly

Name \_\_\_\_\_ Fax # (\_\_\_\_) \_\_\_\_\_  
 Day Phone (\_\_\_\_) \_\_\_\_\_  
 Mailing Address \_\_\_\_\_ Apt. # \_\_\_\_\_  
 (Required)  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

### CHARGE TO MY:

VISA Card Number \_\_\_\_\_  
 MasterCard Expiration Date \_\_\_\_\_  
 Discover Name on Card \_\_\_\_\_  
 Check enclosed (Make checks or money order payable to: **SPORTS IMAGE**) Signature \_\_\_\_\_

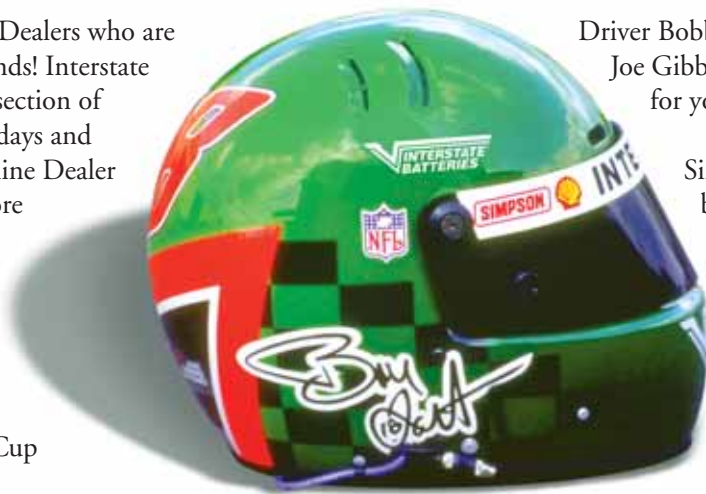
Please allow 4-6 weeks for delivery.

NOTE: For shipments outside the U.S., call or fax for additional charges. Please include your fax number above.

# Win a Signed Racing Helmet

Calling all Interstate Dealers who are open on the weekends! Interstate will soon feature a section of Dealers open Saturdays and Sundays on our online Dealer

Locator. In addition to more consumer traffic, four Interstate Dealers who send in their weekend hour information by May 1, 1998, will win a Bobby Labonte racing helmet, autographed by Winston Cup



Driver Bobby Labonte and Team Owner Joe Gibbs. What a great display item for your shop!

Simply complete the form below to be included online - and for your chance to win. Good luck! ■

Four winners will receive a racing helmet (similar to the one Bobby Labonte and Joe Gibbs' wear)

"Love is patient, love is kind, and is not jealous; love does not brag and is not arrogant, does not act unbecomingly; it does not seek its own, is not provoked, does not take into account a wrong suffered, does not rejoice in unrighteousness, but rejoices with the truth; bears all things, believes all things, hopes all things, endures all things. Love never fails."

I Cor. 13:4-8a

For information about how you can find salvation through Jesus' unconditional love, please contact Jim Coté at:

**INTERSTATE® BATTERIES**  
 12770 Merit Dr., Ste. 400  
 Dallas, TX 75251-1292.

The **CURRENT** is published by INTERSTATE® BATTERY SYSTEM OF AMERICA, INC. No part of this publication may be reproduced in any manner without express written consent from IBSA. © 1998 INTERSTATE BATTERY SYSTEM OF AMERICA, INC.

R.T. Miller, *President*  
 Charles Suscavage, *V.P. of Advertising/PR*  
 Jane Koenecke, *Communications Manager*  
 Erin Davis, *Communications Coordinator*  
 Melanie Kirk, *Chuck Daffron, Art Directors*

Look for us on the Internet at [www.interstatebatteries.com](http://www.interstatebatteries.com)

Name: \_\_\_\_\_ Business Name: \_\_\_\_\_  
 Address: \_\_\_\_\_ Business Hours: Sat. \_\_\_\_\_ Sun. \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: (\_\_\_\_) \_\_\_\_\_ Route Sales Manager: \_\_\_\_\_

I am an authorized Interstate Batteries Dealer (business owner or manager).

Signature: \_\_\_\_\_

Send to: INTERSTATE BATTERIES  
 RACING HELMET DRAWING  
 12770 Merit Drive, Ste. 400  
 Dallas, TX 75251

Or fax to Heidi Matz at (972) 991-2335  
 Or email complete information to [heidim@ibsa.com](mailto:heidim@ibsa.com)

NOTE: All winners are responsible for satisfying any federal, state and local taxes.