

INTERSTATE® BATTERIES

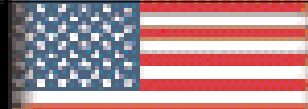
CURRENT

OFFICIAL



SPONSOR

INTERSTATE
BATTERIES



Volume 14, No. 2

Look for us on the Internet at www.interstatebatteries.com

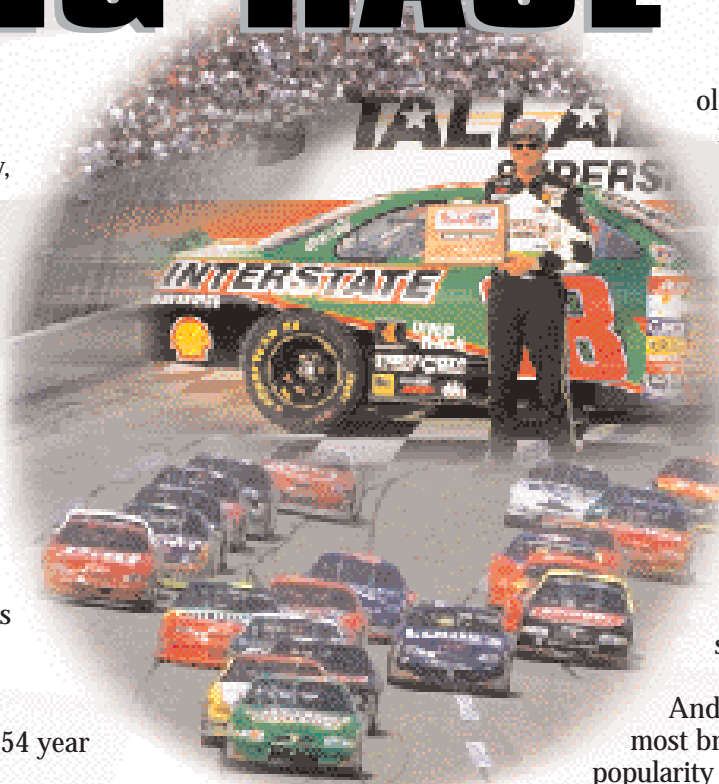
July 1998

INTERSTATE'S #1 AMONG RACE FANS!

Go ahead and move that Interstate Batteries rack out in plain view. According to an independent survey, the average consumer recognizes the Interstate name over any other battery company that sponsors racing!

While Sears ranked second, Delco third and Exide fourth, Interstate took the lead with 14% recognition. Of those who purchased an Interstate, 23.8% were aware of the NASCAR sponsorship, while of those who purchased an Exide, only 2.4% were aware.

The Decision Analysts, Inc. survey verifies that Interstate's commitment to racing is beneficial to your sales. It also shows that: (1) Total brand awareness has grown, (2) Awareness remains highest among the 25-54 year



old age group, and (3) 43.5% traveled less than five miles to buy a battery.

That's all good news for Interstate Batteries Dealers. Of course, because the number of race fans continues to grow at a tremendous rate each year, being number one among race fans is a great place to be.

As a matter of fact, NASCAR racing is America's fastest-growing professional sport. Neilson Media Research reports that the Winston Cup series has seen a 106% incline in TV viewership of live broadcasts since 1991. What's more, race attendance has increased for 15 years straight, according to the Goodyear Report.

And the best news: Since NASCAR fans are the most brand-loyal of all sport fans, growing popularity means more Interstate battery sales for you! ■

The Interstate Batteries #18 wins the pole and leads the way to victory at Talladega on April 26, 1998.

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Survey Says: *Interstate* Route Managers Rate **Excellent!**

Interstate Batteries telemarketers randomly surveyed Interstate Dealers all around North America, and for the eighth year in a row, around 90% of our Route Sales Managers received excellent marks! Specifically, the telephone survey included Dealer ratings on stocking and rotation, courtesy, product knowledge and warranty processing.

Since we've built our company on a high service standard, your input means a great deal to us. And although we wouldn't expect anything less, all of us associated with Interstate Batteries are pleased to provide a dependable system that takes the work out of your battery program.

Thank you to those who participated in the survey. Your feedback is welcome anytime - it helps us to gear our programs and services beyond your expectations. Just email janek@ibsa.com or write to Jane Koenecke at Interstate Batteries, 12770 Merit Dr., Ste. 400, Dallas, TX 75251-1292.



Route Sales Manager service is key in the Interstate Battery System.

**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

Paying Too Much For Battery Accessories?

A recent survey of Interstate Dealers showed that many of you have accessories – cables, terminals, test equipment, corrosion preventative, etc. – available for your customers. Survey results also show that you're paying more than you need to for these battery accessories.

Many Interstate Batteries Distributors now offer quality NOCO accessories as part of our proven route service at some very competitive prices. You're probably familiar with NOCO; they've been known for their quality accessories since 1914.

They are probably best known for their NCP-2 Battery Corrosion Preventative System (with more than 500 million applications to date), yet NOCO's comprehensive line includes everything



you need in battery accessories including wire cutting and crimping tools.

It's only natural for your battery professionals at Interstate to offer a complete line of battery-related items to meet your needs.

So, please let your Interstate Distributor or Route Sales Manager know if you're interested in getting quality accessories at better prices.

Just another way Interstate Batteries can make your life a little easier. ■

Many Interstate Distributors now offer NOCO Battery Accessories to help you serve your customers' needs and improve your business.

Universal Goes Racing with *Interstate*



Interstate Batteries Winston Cup Pontiac.



Interstate Batteries/Hot Rod Funny Car Pontiac.



You can see the specially designed Interstate Winston Cup Pontiac at these races:

July 4
Pepsi 400
Daytona

Oct. 11
Winston 500
Talladega

Summer's heating up at the box office, and with the recent release of the much-anticipated, animated film *Small Soldiers*, publicity for the Interstate Batteries race teams is heating up too!

DreamWorks Pictures/Universal Studios has teamed up with our Winston Cup and Funny Car teams to launch a themed promotion in conjunction with the *Small Soldiers* July 10 release. Both cars are featuring special designs for select races this season, and believe us, nobody will miss these dramatic paint schemes!

There'll also be collectible merchandise like die-cast cars, as well as Bobby Labonte and Cruz Pedregon/*Small Soldiers* clothing at the trackside souvenir trailers. The producers are planning ways to heighten the exposure of *Small Soldiers* and promote awareness of the Interstate teams to consumers outside of the NASCAR fan base.

All in all, it looks like the *Small Soldiers* promotion is going to heat up the action this summer for the Interstate Batteries racing teams – and heat up Interstate sales!

Interstate's specially designed Funny Car will appear at these races:

July 19
Mopar Parts Mile-High
Nationals
Denver

July 26
Autolite Nationals
Sonoma

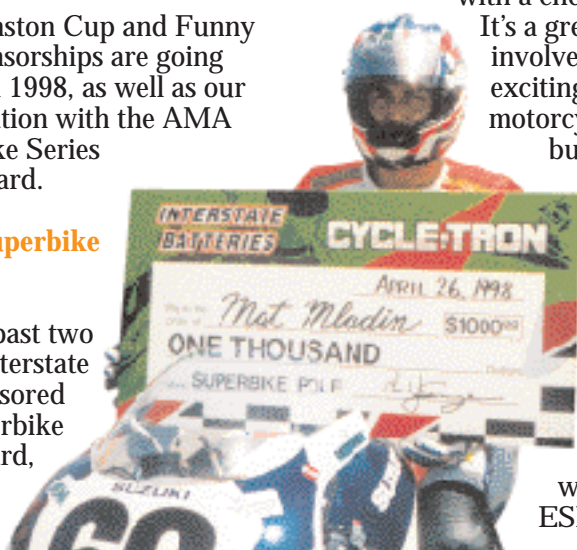
Aug. 2
Northwest Nationals
Seattle

It's Been Quite a Season!

Our Winston Cup and Funny Car sponsorships are going strong in 1998, as well as our participation with the AMA Superbike Series Pole Award.

AMA Superbike Series

For the past two years, Interstate has sponsored the Superbike pole award, which rewards the



Mat Mladin has won four Interstate Batteries pole awards this year.

qualifying winner for each race with a check for \$1,000.

It's a great way to be involved in the exciting sport of motorcycle racing, but best of all it promotes the Interstate Cycle-Tron line among motorcycle enthusiasts both at the race course and at home watching on ESPN2.

Winston Cup Highlights

Here's what's happened with the #18 team so far this season:

- Daytona 500 pole and second-place finish!
- Win at Atlanta's Primestar 500 (where Bobby has won the last two season-ending races).
- DieHard 500 pole and win at Talladega.
- Only team to earn shots at all three No Bull 5 \$1 million bonuses this year.
- Eights top-10s at the time of this printing.
- In terms of wins at this point in the season, Bobby's best season yet.

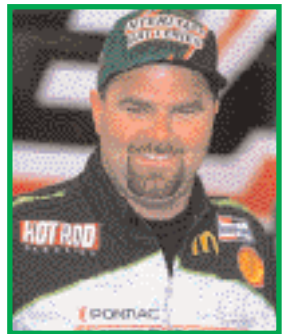
Funny Car Highlights

The Funny Car team is winning more than brand awareness!

- Win at the Gatornationals and national elapsed time record at 4.873 sec.!
- At the Slick 50 Nationals, reset national elapsed time at 4.819 sec. and set the national speed record at 317.23 mph!
- Win at the Winston Invitational and biggest payday of Cruz's career – \$110,000.
- Win at the FRAM Nationals in Atlanta.
- Qualified first at seven events at the time of this printing. ■



Jon Wolfe
Winston Cup Assistant Crew Chief



Jason McCulloch
Funny Car Clutch Man

Track Wise

One of just a few Joe Gibbs Racing old timers who've been with the team since the fall of '91, Jon Wolfe knows the Interstate Batteries Winston Cup team inside and out. He's also the man Crew Chief Jimmy Makar goes to if he wants something done right. As Assistant Crew Chief, "Wolfie" is described by others as Jimmy's right-hand man, responsible for everything that has to do with the car both at the shop and at the track.

What does your job entail?

Basically, I'm Jimmy's hands-on guy. At the race track, I take care of the chassis – everything that has to do with the car itself. And that means if something breaks on the car, I'm responsible for it. At the shop, I make sure the car is prepared the way it's supposed to be until it's time to load the truck. There are four other mechanics besides me, and I just have to make sure everything's right.

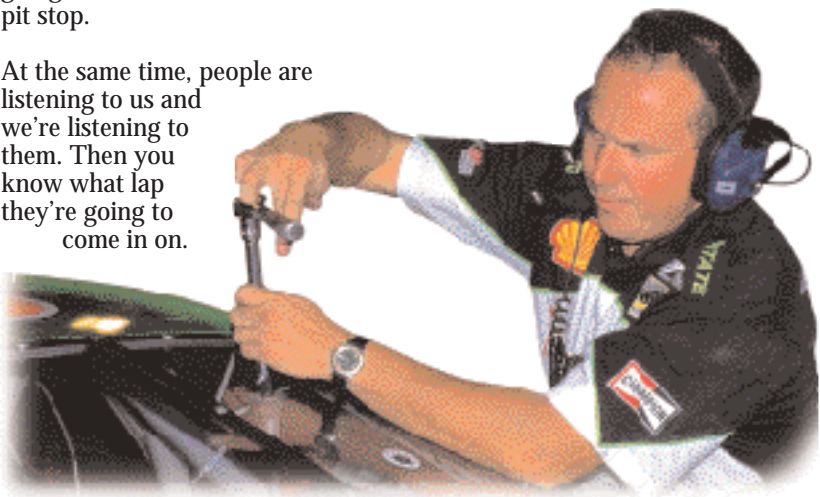
Are you in the pits during the race?

I used to go over the wall when I changed rear tires. Now what I do is I go to the racetrack when the car goes; I'm there during race day. I help Jimmy with strategy, as far as what we're doing to the car, when we're going to pit or not pit. I try to help him in any way there, but I don't go physically over the wall.

What about the scanners you listen to?

We wear scanners all through the race and listen to other teams to see what they're doing. We listen to Bobby, to see what he wants to do. We talk with him about what we're going to do with the car on the next pit stop.

At the same time, people are listening to us and we're listening to them. Then you know what lap they're going to come in on.



Jon Wolfe, one of the original '18 team members, adjusts the setup for Bobby Labonte's Pontiac Grand Prix.

You might want to come in on the same lap they do; you might want to stay out a little longer and lead a lap. You listen to what adjustments other folks are making to their car; it may be something you want to do to your car. I mean, you can't base your whole strategy on what other teams are doing. You have to do your own thing. But you can use what they're doing to help you.

How do you feel the season is going so far?

I think so far it's probably been our best season yet. Being eligible for each No Bull Million to this point is a pretty neat deal. That's one of our goals this year, to make sure we're eligible for that every time and so far we've done it. (Even though we haven't won the million dollars yet!)

What do you enjoy most about your job on the team?

The competition. When you go the track and beat those guys and have a good day – that's the best part. Just getting the satisfaction of outrunning the best race car drivers and the best crew chiefs and mechanics in the world.

Did you have any idea you'd still be at Joe Gibbs Racing today?

No, because I didn't really know going into it what was going to happen. I mean, here was a football coach wanting to start a race team and a sponsor, Interstate Batteries. We really didn't know what to expect. After you've been in racing a while you've seen so many teams start up and then not make it and fade away. But after we were there for a year, we knew that this team was going to make it. ■

With Funny Car and Top Fuel legend Ed "The Ace" McCulloch for a father, Jason McCulloch always knew where he belonged – at the racetrack working under the hood of an NHRA Winston Funny Car. Ever since he was 13, he's been doing just that as Clutch Man for the team that eventually became the Interstate Batteries/Hot Rod Funny Car team.

You really grew up in racing, didn't you?

Yeah, my dad drove for this team before Joe Gibbs bought it. After I graduated from high school, two days later I was at the track working full time! Growing up, kids got out of school and had summer vacation, but I went and worked for the summer. It was pretty neat even though I was working because I got to spend that time with my dad, who was gone from home a lot.

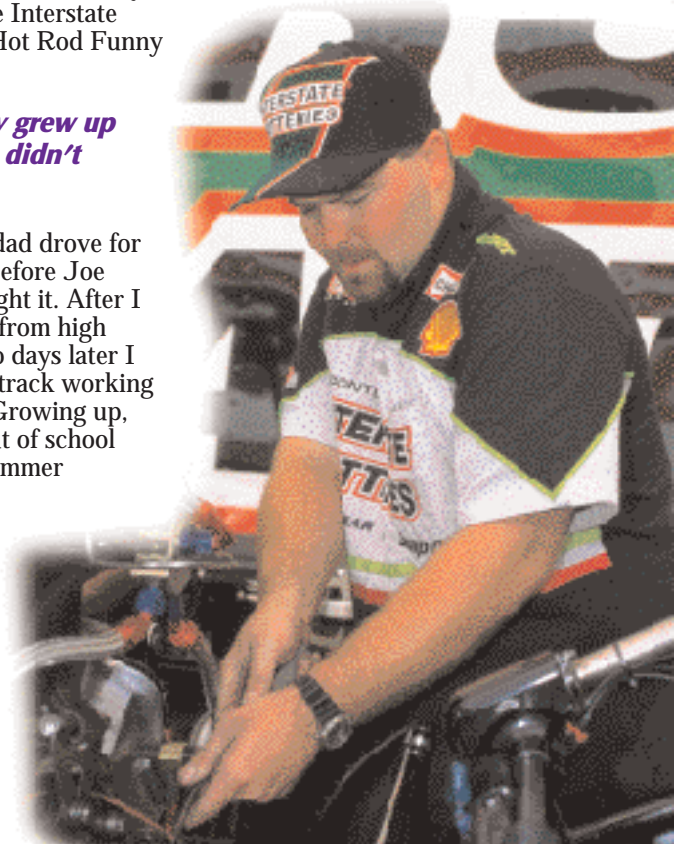
So what's a Clutch Man?

I work on the driveline, the clutch of the car, from the motor point back. I deal with the rear end, the reversers, the clutch itself. I also do a lot of hands-on work with the controllers for fuel management, clutch management and the computer. That's my main responsibility, but I'm capable of doing most anything on the car just like the other guys. A well-balanced team should have people that can do anything that needs to be done.

You've been working with Cruz now for seven seasons...

Yeah, what happened was my dad left to drive the dragster, and Cruz was driving a dragster at the time but came over here to drive the Funny Car. I had the option to go work with my dad or stay here with Cruz. I had a pretty good

feeling that the Funny Car was going to win the championship, and I didn't want to give that up no matter who was driving it! So I made a deal with Cruz that if we won the championship in 1992, I'd get his helmet. I stayed on the Funny Car team and we ended up winning the championship! You



Jason McCulloch grew up working on the team that eventually became the Interstate Batteries/Hot Rod Funny Car team.

know I would have kicked myself if I'd left and they won the championship!

I've been here for 100 percent of Cruz's Funny Car career, and I've experienced the same things that he has since day one. The neat thing is that I've worked my whole career on one car. Two different guys have owned it, two different guys have driven it and five different guys have been crew chief. I've been here through everything!

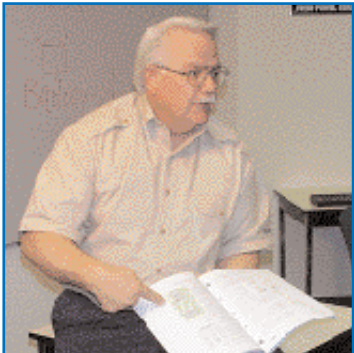
What race stands out most in your memory?

The U.S. Nationals in 1992. That was a neat year because both our cars won – the Funny Car and the dragster – and that was the first year it had ever been done. We're a two-car team, and we're just as close to the guys on the other team as we are to our guys, so winning together was really great. ■

TECHTALK

WITH INTERSTATE® BATTERIES PROCLINIC® INSTRUCTOR GALE KIMBROUGH

GALE KIMBROUGH



30-Second Inspection Makes for A Good Start

Check your ability. You may be able to inspect 100 or more. Here is a partial list of what to look for:

Mom always said, "The type of start you get each morning sets the tone for the day."

That same thought process and realism can go into the start we get each morning from our vehicles. Most people don't get up in the morning and say to themselves, "I think I'll go start my car just to see if it's ready for later on." We are usually thinking about other things when we get into our vehicles. If the car doesn't start, that's when it gets our attention and sets the tone for the rest of the day or maybe even several days.

This is where your technically trained eye can make quite a difference in someone's start. Let's perform what I call the "30-Second Visual Inspection." Have you ever tried to see how many things you can visually inspect under the hood in 30 seconds? I have – and I was surprised. I was able to visually inspect and mark more than 50 different electrical-related items in less than 30 seconds. I dotted or marked the potential problem areas with a permanent marker so I could point those out to the customer later. Check your ability. You may be able to inspect 100 or more.

BATTERY		
BATTERY CASE TRAY ___ Dirty ___ Wet ___ Cracked ___ Incorrect Size ___ Corroded	ATTACHING HARDWARE (Include battery container, cover and holdowns) ___ Missing ___ Proper Battery Fit (i.e. lug nut size) ___ Damaged ___ Incorrect Adaptors	LOOSE CONNECTION/ TIGHTNESS OF CABLES & CONNECTORS ___ "Metal Hot Spots" (discoloration) - Excessive heat is created in an electrical circuit when there is an inadequate connection. ___ Frayed/Damaged Electrical Wires ___ Holddowns (attaching hardware) ___ Incorrect Routing
BATTERY AGE ___ Manufacturer Date Code (top stamp) ___ Date Installed	BATTERY POSTS, CABLES & CONNECTORS FOR CORROSION/CONTAMINATION ___ Battery Posts ___ Connectors ___ Cable Ends (terminals)	WATER (ELECTROLYTE) LEVEL ___ Low - at or below plates ___ High - Touches the bottom of vent well
BATTERY FIT ___ Proper Type ___ CCA Rating		
ALTERNATOR		
CASE / HOUSING ___ Loose ___ Cracked ___ Broken or Missing Parts	BELT ___ Frayed ___ Weather Cracked ___ Loose ___ Excessively Worn	ATTACHING HARDWARE ___ Cable Terminals ___ Connectors (see "Battery" section above)

This 30-second test should be applied to every vehicle you service. I realize this test is very fundamental; however it is important. What does this mean to you? You may easily save your customers the most important start of their day, as

well as saving them time, money and heartache. Remember, these electrical/electronic areas of concern do not get better. Without preventive maintenance, they could lead to much more serious electrical/electronic problems.

You may want to consider posting a copy of this 30-Second Visual Inspection at your business for your customers' information. ■

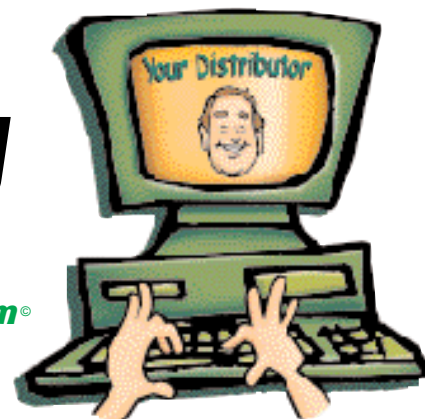
Training for Today's Professional Technicians and Mechanics



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

- Aug. 25 & 26 Tacoma, WA (IBS of Tacoma)
- Sept. 21 & 22 Chicago, IL (IBS of Chicago)
- Sept. 23 & 24 Chicago, IL (IBS of Central Chicago)
- Sept. 23 & 24 Boston, MA (IBS of Boston)
- Oct. 13 & 14 Vancouver, BC (IBS of Vancouver)

Reach Your Distributor by E-mail!



www.interstatebatteries.com

A new addition to the Interstate Batteries web site makes it easy to communicate with your local Interstate Distributor via Internet e-mail. Simply go to <http://www.interstatebatteries.com> once you're online, and click on Interstate Distributors. That will provide you a map where you can select your state and then your Distributor. Just click on the e-mail icon to send a message to your Distributor.

In addition, Distributors can receive messages from consumers which will allow them more opportunities to send customers to you.

It's a great way to reach a whole new audience about the quality and availability of Interstate Batteries. ■

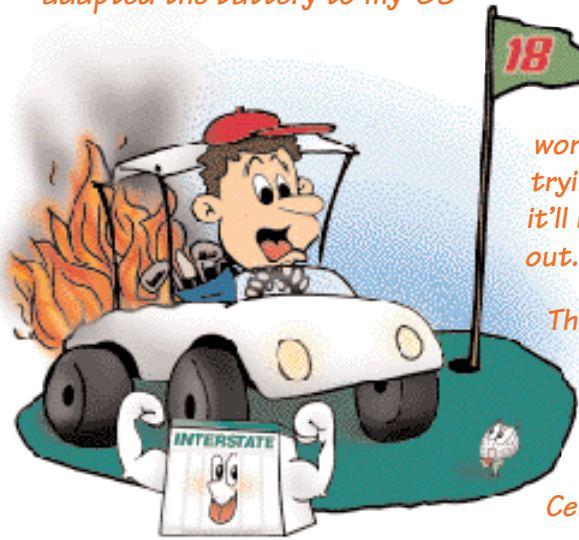
Dear Interstate...

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 e-mail to: janek@ibsa.com

Dear INTERSTATE,

I have been an Interstate Dealer for four years. About 10 months ago, I installed a 75-50 battery in a golf cart. Due to a possible gas line leak, shortly after it was installed, the golf cart caught on fire and was a total loss. (Meltdown!)

However, I am proud to say the battery survived the fire and is still going strong! A couple months after the fire, my curiosity got the best of me, and I decided to see if the partially melted battery could still possibly work. So, I adapted the battery to my '83



Dodge D-50. Sure enough, it's still working, and now I'm trying to see how long it'll last before it goes out.

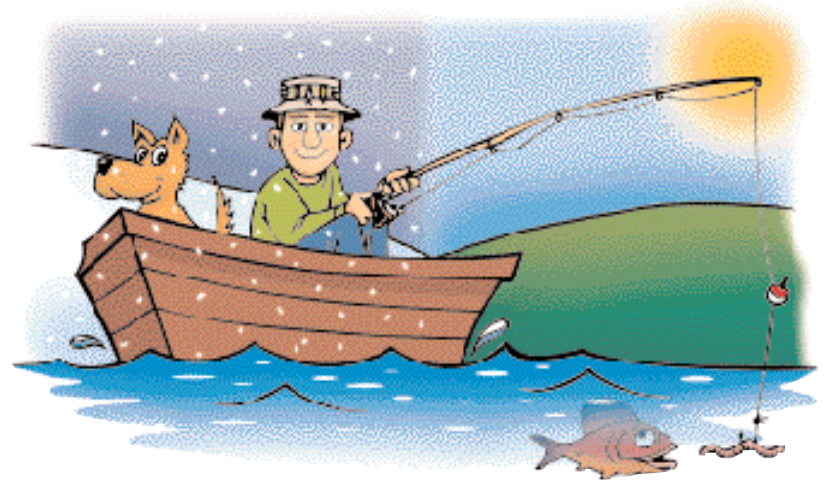
Thanks to you and our Interstate Distributors, Jim and Sharon Pruitt, IBS of Central Mississippi.

Sincerely,

Mike Clayton
Clayton Golf Carts
Meridian, Miss.

Dear INTERSTATE,

In August 1983, I bought a 60-month Interstate battery to crank my 1969 100 HP Mercury boat. I fish year-round on Seneca Lake in New York, and the battery has faithfully



started my boat anywhere from 0° F to 100° F. It has powered two depth sounders, a CB radio, a bicycle pump and a 36-lb. thrust electric troller.

Last year the battery weakened with only 15-20 minutes using the electric trolling engine. It still started the boat but cranked quite slowly. After 14 years – can you believe it? – I finally had to replace it with an Interstate deep cycle battery. Thanks for such a super product.

Sincerely,

James Patridge
Dresden, N.Y.

Celebrate Freedom! Amy Grant in Concert

For the second year in a row, Interstate Batteries was proud to host Celebrate Freedom, the largest annual concert of its kind, this year featuring recording artist Amy Grant!

Almost 100,000 people attended the outdoor extravaganza, held July 4 at the famed Southfork Ranch near Dallas, Texas. In addition to Grant, the all-day line-up included 15 other Christian musicians such as Point of Grace and Wayne Watson.

Grant, who has earned five Grammys and sold 20 million albums, is one of pop music's best-known and highly regarded artists. At Celebrate Freedom, she headlined the concert with excerpts from her 1997 release *Behind the Eyes*, along with memorable tunes from the past two decades which contributed to her enormous success.

Interstate Batteries was thrilled to be a part of this world-class event, which was a great way to promote the Interstate name among fans of popular music. ■



Amy Grant headlined the Interstate Batteries "Celebrate Freedom" Concert July 4 near Dallas, Texas.

electrical Creative Power

POWER ON THE ROAD

Robert McConchie in Oak Harbor, Wash., began using an electric vehicle for his primary transportation nearly five years ago. To power the car, he depends on 16 of Interstate's U2300 golf cart batteries, which he purchases through Seattle Distributors Tom and Vern Allen.

McConchie drives the Volkswagen Rabbit for his 10-mile commute to work as well as around-town errands. "For driving electric, I think the Interstate batteries are great," he said. "They last for four years at a time, and I haven't had any problems with them." Maintaining the electric vehicle saves a significant amount of money over a gasoline-powered car, he said. After all, it requires no oil, fan belt, spark plugs, muffler or any tune-ups. McConchie estimated that he saves about \$1,000 a year in gas bills.



POWER IN THE HOME

Interstate Dealer Sandy Petit runs Petit Electronics in Luling, La., where he sells solar panels for houses, cars, boats, RVs and emergency lighting. Visit his home and you'll see he practices what he preaches when it comes to solar power. Everything in his home is powered by solar electricity paired with 10 Interstate six-volt batteries.

"These batteries are shallow-cycled using less than 10% of their capacity," Petit said. "They'll last at least 10-20 years that way. My entire home depends on these batteries. I know I can count on them." Petit uses eight 60-watt solar panels, which produce 30 amps per hour from sunlight and then transfer that energy to the battery pack. The batteries then store the energy and provide power for the house during the non-daylight hours. ■

Interstate's Universal Appeal...



**Bobby Labonte
Small Soldiers
T-shirt**



**Cruz Pedregon
Small Soldiers
T-shirt**

We're celebrating the release of the DreamWorks/Universal movie *Small Soldiers* with these one-of-a-kind T-shirts. You can sport the specially designed Interstate Winston Cup Pontiac or the Funny Car Pontiac – or both! These shirts are in limited supply, so act fast to get yours. 100% cotton. Made in U.S.A.

To Order:

Call Toll Free:
**1-888-855-8825 or
1-704-454-4000**

Or mail this order form to:
**SPORTS IMAGE
6301 Performance Dr. SW
Harrisburg, NC 28075**

Or fax to:
1-800-585-0465

SHIPPING RATES (No CODs Please)	
\$0.00 to \$100 -	\$8.50
\$101 to \$200 -	\$10.50
\$201 to \$300 -	\$12.50
\$301 to \$400 -	\$14.50
\$401 to \$500 -	\$16.50

Orders totaling less than \$50.00 will be charged \$5.00 for handling.

Description	Color	Item #	Price	Total
Bobby Labonte T-shirt	Black	SSL1102B	\$12.50	
Cruz Pedregon T-shirt	Black	ZSP1184B	\$12.50	

Bobby Labonte T-shirt				Subtotal	
Size	Qty	Size	Qty		
MED		XL			
LG		XXL			

Tax (NC residents only add 6%)

Shipping & Handling

TOTAL

Cruz Pedregon T-shirt				Subtotal	
Size	Qty	Size	Qty		
MED		XL			
LG		XXL			

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

Please allow 4-6 weeks for delivery.

Please print clearly

Fax # () _____

Name _____ Day Phone () _____

Mailing Address _____ Apt. # _____ (Required)

City _____ State _____ Zip _____

CHARGE TO MY:

VISA

MasterCard

Discover

Check enclosed (Make checks or money order payable to: **SPORTS IMAGE**)

Card Number _____

Expiration Date _____

Name on Card _____

Signature _____

Congratulations to These Interstate Winners

Interstate Distributors

In search of Interstate's Best in Class Distributor award winners, we uncover the very best practices in our system and share them with all Interstate Distributors, ensuring continual improvements in your service.

Congratulations to Interstate Batteries Best in Class Distributors:

**Steve and Nancy Leigh
IBS of El Paso**

**Spencer and Sheila Daines
IBS of Green Bay**

**Ron and Judy Cummings
IBS of San Diego**

**Tom and Bonnie Ferry
IBS of Sioux City**

**Jeff and Valerie Desharnais
IBS of Southern New York**

Look for more to come in our continuing search to bring you the best!

Interstate Route Sales Managers

At our recent national convention in Atlanta, 15 Route Sales Managers (RSMs) earned the honor of competing in the RSM Olympics. They had to service a "Dealer" – rotate batteries, handle adjustments, receipts, etc., at top speeds. It was an exciting event!

Our top five winners are:

JIM NOLAN IBS of Space Coast Melbourne, Florida	
SCOT KIRKLAND IBS of Coastal Alabama Mobile, Alabama	
JEFF DAINES IBS of Green Bay Appleton, Wisconsin	
JEFF JOHNSON IBS of North Carolina Madison, North Carolina	
RON ANDERSON IBS of Tacoma Olympia, Washington	

Other participants included:

Pierre Villemaire
(IBS of Tampa)

Quintin Pelecky
(IBS of Milwaukee)

Brian Pithers
(IBS of Springfield)

Rusty Boeck
(IBS of Central Texas)

John Pierce
(IBS of Greater Baton Rouge)

Dan Cole
(IBS of St. Pete-Clearwater)

Steve Prokop
(IBS of Northern Alabama)

Kevin Williams
(IBS of Las Vegas)

Terry Goguen
(IBS of Southern Maine)

Mike Daniels
(IBS of Daytona)

Congratulations to all who were eligible for the RSM Olympics and especially to our top five winners!

Interstate Dealers Race Helmet Winners



In our February *CURRENT* we asked for your entries to our drawing for race helmets autographed by Joe Gibbs and Bobby Labonte. Here are the lucky winners!

Paul Smithey, Wilemon Construction,
Belden, Mississippi
Distributor: IBS of Memphis

**Bob Dawson, George Town
Marathon,** Indianapolis, Indiana
Distributor: IBS of Indianapolis

Kevin J. Biesterfeld, Classic RV,
Monroeville, New Jersey
Distributor: IBS of First State

**David A. Duchnik, Duchnik's Auto
Service Center,** Dalton, Pennsylvania
Distributor: IBS of Northeast Pennsylvania

All of us at Interstate Batteries hope you winners enjoy your helmets. Look for more drawings in future *CURRENT* newspapers!

"For you were called to freedom, brethren; only do not turn your freedom into an opportunity for the flesh, but through love serve one another."

Galatians 5:13

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

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

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