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June 1999

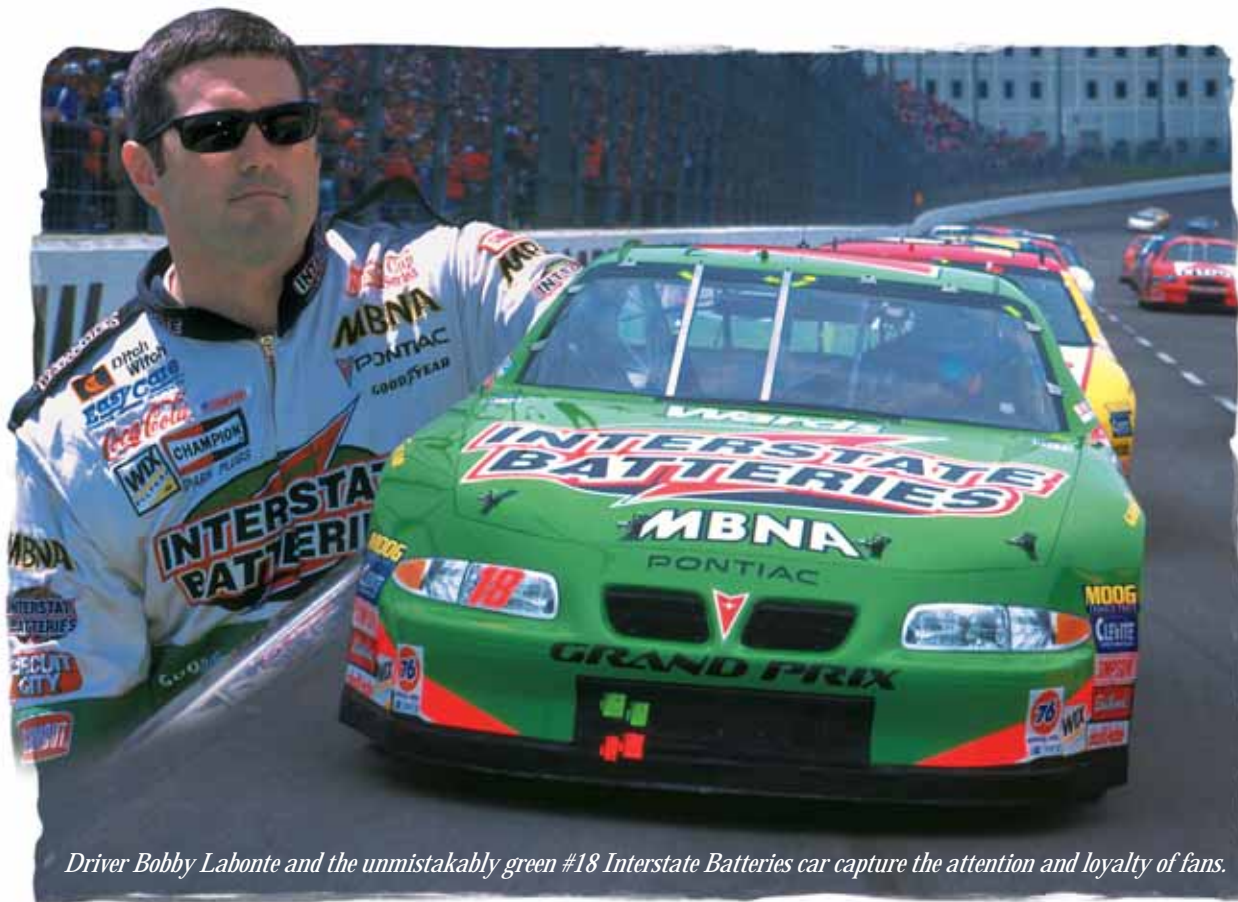
Bobby Boosts INTERSTATE's Awareness

Bobby Labonte's popularity is on the rise and so are sales of Interstate Batteries throughout North America!

We've always seen something special in Bobby, so it's no surprise that the rest of the world is finding out about our race hero. He's a favorite among fans and media in America's fastest-growing sport, and that's great for all of us. We've seen that the more people love Bobby, the more they buy Interstate product! And this year in particular, Bobby – and our uniquely green race car – continues to gain visibility in, around and beyond racing circles.

You see Bobby on all sorts of racing shows (usually wearing that Interstate logo on his chest!), and even more recently in high-profile TV ads by Pontiac, Coca-Cola, Denny's, Food Lion, and soon, MBNA.

At the movies this summer, he is featured with several other drivers in a fun and memorable Coca-Cola trailer (again, with Interstate prominently displayed).



Driver Bobby Labonte and the unmistakably green #18 Interstate Batteries car capture the attention and loyalty of fans.

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SURVEY SAYS!

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Our New Race Shop!

A Behind-the-Scenes Tour

Come on in! We'd like to give you a tour of the new home of Bobby Labonte's #18 car – the Joe Gibbs Racing shop in Huntersville, North Carolina. At first glance, this plush multi-million dollar structure looks very little like the automotive factory and race car shop that it is. No oil-stained walls. No air-powered impact wrenches assembling Bobby's Pontiac. Just a 130,000-square-foot, three-floor facility, surrounded by 14 acres of beautiful trees and lawns, a little north of Charlotte.

The entrance leads in through a grand circular glass wall to the "welcome fans" area. It could pass for the entrance to a sports museum or a symphony hall, but a race shop? Yes, this state-of-the-art structure is a place for race fans to get an inside view of racing in its pre-race-track stages.

The new race shop lacks some finishing touches, but we wanted to give you a sneak preview. Let's begin the tour at the front door step...

Continued on pages 2-3



The impressive glass entryway from inside the new race shop in Huntersville, North Carolina.

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Behind-the-Scenes Race Shop Tour

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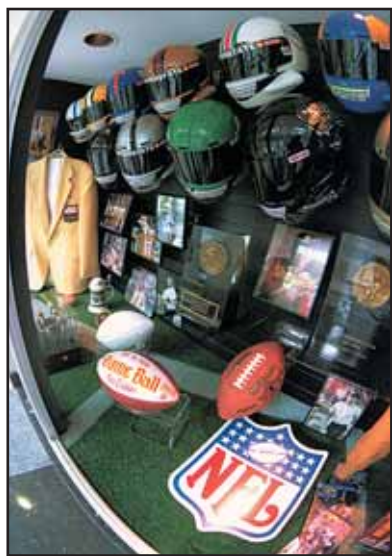
Public Area 2nd Floor

Lobby: The front door leads into the glass-walled lobby on the facility's second floor, which is the area open to the public. The metallic-looking lobby is filled with memorabilia in display cases



Race Shop Lobby

and will soon house a number of race cars. Here, you can see Joe's actual Super Bowl and college bowl rings and the uniform worn



One of many display cases with racing and NFL memorabilia.

by Bobby in his first win, the 1995 Coca-Cola 600 at Charlotte Motor Speedway.

Auditorium: When it comes to racing facilities, this room is unique to Joe Gibbs Racing. Equipped with a 15-foot screen



The Joe Gibbs Racing Auditorium.

and surround sound, this 100-seat theatre-style auditorium serves several functions. It's where the



The Auditorium provides seating for 100 people.

Joe Gibbs Racing team meetings are held every week. Also, around race week, sponsor sales events and presentations take place here. And on Sundays, NASCAR chapel services are often held here by MRO (Motor Racing Outreach).

Fan Viewers Area: Here is one of the most impressive rooms at Joe Gibbs Racing. It was important for Joe that the racing fans get an actual behind-the-scenes look at the mechanics getting the cars assembled and ready for each race. A glass wall allows the fans to look down on the first floor where specialists are at work molding the car's body, building the engine, fine-tuning the components underneath the hood and applying decals to that very recognizable Interstate green.

Auto Assembly Area 1st Floor

The offices of Joe Gibbs and other staff members are on the third floor, but let's go down to



Reception Area overlooking the Lobby, which is below to the left.

the first floor for an up-close look at the race cars and the mechanics at work! Here you leave behind the plush public area and enter the race shop. The hushed tones of race fans admiring memorabilia are replaced here with the grunts and shouts of the mechanics and the screeching of power tools reshaping metal. The smell of new carpet is replaced by that of freshly cut metal, oil spills and sweat.

Prep Shop: As you enter the prep shop, you pass the offices of



Jimmy Makar in his office.

Bobby's crew chief, Jimmy Makar, and Tony Stewart's crew chief, Greg Zipadelli. About the size of a football field, this is the largest room at Joe Gibbs Racing



The Prep Shop, about the size of a football field, holds up to 26 cars and can be seen from the Fan Viewers Area

and can hold up to 26 race cars. Bobby will have between 10 and 14 cars during the course of the season. The rest of the cars here are the Home Depot cars of his teammate, Tony Stewart, and the MBNA Busch cars. To help keep track of the cars' components and suspension parts, each car has its own cabinets and stalls. A lot of the same mechanics work on Bobby's and Tony's cars. Joe Gibbs believes that as the guys from each race team talk things over and help one another, this facilitates a team concept. Even though they're in different uniforms at the race track, they're all Joe Gibbs Racing employees trying to help one another here at the shop.

On the far end of the prep shop



A set-up plate, the last station a car visits before going to the race track.

are three set-up plates on the floor. This is the last station a car visits before it goes to the race track. These plates are completely level and are used in weighing and measuring the cars. From the set-up plate, the car rolls right through the garage doors and directly into the hauler, which will transport the car to the race.

Truck Bay: In the truck bay are the three haulers: Bobby Labonte's Interstate Batteries

truck, Tony Stewart's Home Depot truck, and the MBNA Busch truck. The hauler is designed to be a shop at the track with everything from a microwave and a refrigerator to race day uniforms, radios and head sets. In order to handle any circumstance that may come up at the track, the hauler is stocked with

basically every component and part needed to build and repair a race car. It even has a shock dyno with a computer which helps an engineer determine which shock and spring set-up is best for the race track that particular week. Up front is a lounge where each crew member has his own locker for his uniforms, and Bobby Labonte has a locker for all his fire suits and his helmet. Up top are stored the two cars, a primary and a back-up, as well as spare drive shafts and components.

Fab Shop: This is where the cars are built from the ground up. Everything in this room is done by hand. The only parts on the car that are General Motors stock are the nose and the bumper. All other parts, including the fenders, are actually cut piece by piece from square pieces of sheet metal and molded and bent by hand on what's called an English mill. Then the hand-fashioned parts are welded to the car to make it



The #18 Pontiac in its early stage at the Fab Shop.

as aerodynamic as possible.

Machine Shop: This room has some of the most high-tech and expensive equipment at Joe Gibbs Racing. The CNC (Computer Numeric Control) machine, for instance, actually

forges parts that are identical to those that were already hand-made by one of the auto specialists.

Engine Dyno: This is where the performance of the car's race



The Machine Shop with the race shop's most high-tech equipment.

motor and qualifying motor is tested before every race. While the motor runs for two to three hours, the computer screen shows the engineer all of the vital statistics of the engine, from oil pressure and water



Engineer monitoring the vital statistics of the engine.

temperature to torque and horse power. Joe Gibbs Racing has four engine dynos.

Paint & Body Area: The first room in here is the body shop where the cars get prepped to be painted. They use NASCAR-approved templates to make sure that the #18 Pontiac meets NASCAR's specifications. The next room is the parts prep area where

different car components are painted. Here, for instance, the suspension parts are painted gray or black, and the spoiler is painted in two sections before being placed on the car. And the last two rooms are the paint stalls where the cars are painted. The advantage of a paint stall is that it enables the car paint to dry within 20 to 30 minutes so that decals can be applied immediately after the painting is complete.



Paint stall in the Paint & Body Area.

Yes, as you can see, an amazing amount of work takes place before Bobby's race car ever hits the track. We hope that you've enjoyed this tour of the Joe Gibbs Racing facility and this behind-the-scenes look at a part of racing that many of the most dedicated NASCAR fans never get to glimpse. Of course, nothing compares to seeing it in person. If you're ever in North Carolina, stop by for a visit!

For more information on the Joe Gibbs Race Shop, visit www.joegibbsracing.com. ■



INTERSTATE'S Awareness

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Then there's Race Rock, NASCAR Café and other race-oriented places. They constantly ask for any "spare" parts of the #18 – or most any Interstate and Bobby racing items they can get!

A host of merchandisers feature Bobby and his #18 car on a growing numbers of items including sportswear, collectible cars, books, pens, magnets, trading cards, Christmas tree ornaments – even wall murals, belt buckles and fishing lures!

Silicon Speedway and other public race venues feature Bobby and that unmistakably green Interstate Batteries car. NASCAR, NASCAR 2 and other game software have Bobby Labonte all over them, so that you can race in the car, or try to beat his best time!

And the media features Bobby regularly. Last year alone, Interstate realized about \$18 million worth of awareness from media attention, and in the 1999 season Bobby's been highlighted even more. (Research shows that spectacular Interstate green makes Bobby's #18 car one of the most recognizable, too!)

And of course, the number of Bobby web sites is growing rapidly. Check team sponsor and fan sites, and if you'd like to see even more, check the links and web rings on those sites.

Some Sites for Bobby and Race News

- www.speedmall.com/bobbylabontefan
- www.joegibbsracing.com
- www.bobbylabontefans.com
- www.nascar.com/ad/cocacola/blabonte
- www.geocities.com/Motorcity/Speedway/1864
- www.geocities.com/MotorCity/Speedway/1142
- www.geocities.com/MotorCity/Speedway/4018
- www.ncdolfan.com/labonte
- www.execpc.com/~bl18
- members.tripod.com/~Matt018

Not only is Bobby popular on his own accord, he has a lot of folks around him that make him even more interesting to the public.

Three-time Super Bowl winning coach Joe Gibbs is his team owner, so Bobby and the Interstate team gain exposure when the media turns its attention to Joe. In addition to magazine, newspaper and other articles, Joe appears on Home Depot, Champion Spark Plug and WIX filter TV ads, in addition to Interstate Batteries' ads.

Bobby's brother is past two-time Winston Cup Champ Terry Labonte. Since they get along so well, pairing up the Labontes always makes for a nice feature story.

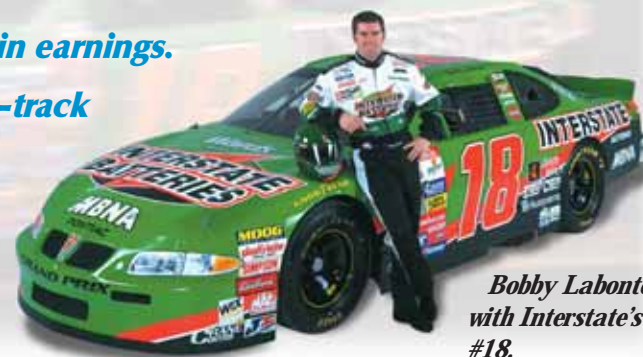
Bobby's new teammate Tony Stewart, who drives the #20 Home Depot car, is also bringing more focus to the entire Gibbs Racing stable. Looks like Tony's bound for the "Rookie of the Year" award this season, and attention on that brings more opportunities for the media to talk about Bobby and Joe Gibbs Racing as well.

Interstate Batteries is very excited to be represented by Bobby and such an outstanding team. Their high standards, winning attitudes and growing popularity are certainly helping Interstate Dealers gain exposure and sales. As far as we're concerned, that puts all of us in the winner's circle all year round! ■

Bobby's Racing Season Highlights

After 13 races, Bobby has . . .

- 🚩 **The best start of his NASCAR career.**
- 🚩 **Eight top-five finishes, which is more than any other driver.**
- 🚩 **Won four poles, including the Winston, which is more than any other driver.**
- 🚩 **Remained in the top five in points since the second race of the season.**
- 🚩 **Already accumulated more than \$1 million in earnings.**
- 🚩 **Improved over last year on all flat- and short-track races**
- 🚩 **– a problem area for Bobby in the past – with three of the five races being top-ten finishes.**



Bobby Labonte with Interstate's #18.

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: jkoenecke@ibsa.com

Dear INTERSTATE,

I was fishing in a small pond and had my truck lights pointing towards the boat. I heard a splash, and, to my surprise, my truck had rolled into the pond and was completely submerged! My cousin and I had to swim down to the truck and get the battery out so that we could use it to start the tractor. With the tractor, we were able to pull out my truck. Now I believe in Interstate like I believe in the Lord!

Todd Fisher
Humble, Texas



Dear INTERSTATE,

I am an Interstate dealer and sell hydraulic dump trailers in Florida. I was purchasing these trailers with another brand of batteries and experiencing poor performance when demonstrating them

to customers, often having to replace batteries after the sale.

Since becoming an Interstate dealer and installing your batteries, I have not experienced any further problems. Thanks Interstate for solving my problem regarding poor battery performance.

James Driver
The Trailer Connection
Orlando, Fla.

Dear INTERSTATE,

I have to tell you about my amazing Interstate deep cycle battery. Recently I went fishing and accidentally laid the trolling motor on top of the battery, welding the wing nuts and terminals to the shaft of the motor. Afterwards, all that remained where the posts had been were lead "puddles." By clamping the wires to these puddles on top of the battery, I still had the boat out for six more hours. One week later, I even jump-started my Chevy S-10 with it, even though I had not charged it since the fishing trip.

After one year, I'm still using that same Interstate battery. Thanks for the best battery in the business

Marshall Friend
Rives Junction, Mich.

Ask Your Interstate Route Sales Manager...

NOCO: Many Interstate Distributors now have available a line of quality battery cables to fit specific

domestic and import vehicle applications. These "lead-free" cables from NOCO feature OEM-style zinc-plated copper



terminals and are virtual duplicates of the factory originals with all of the required loom, auxiliary wires, and in-line terminals. One important difference, NOCO's "lead-free" cables don't cost an arm and a leg, like many of those OEM items. These and other items are featured in the new Interstate/NOCO battery accessory catalog.

Midtronics: And don't forget that with a new Midtronics battery tester, you will be able to sell more batteries! How? By detecting a weak or marginal battery before it fails. Using these testers, which are



Midtronics
Micro 450
Tester

portable, accurate and simple to use, it won't be long before you pay for the cost of the tester through your increased battery sales. These testers utilize sophisticated new technology to measure a battery's overall condition.

Certain models also provide information on the vehicle's charging system. You don't even have to remove the battery from the vehicle to test it!

Quick Cable: Our new Quick Cable line of accessories has an impressive selection of cabling tools and unique products. The Quick Starter Packs, for instance, provide everything needed to make cables, including tool kit, connectors, hardware and bulk cable. These kits are available in three configurations, each designed for a different range of applications. By allowing you to make up cables as they are needed, the Starter Packs provide a versatile and cost-effective alternative to stocking pre-made battery



Quick Starter Pack

cables. Quick Cable's full line of quality products is featured in the new Interstate/Quick Cable accessory catalog.

Sorry, may not be available outside the U.S.

Electric Cars Powered by INTERSTATE

Prairie High School, Cedar Rapids, Iowa, with their student-built electric cars, took second, third and fourth place in the U.S. Nationals at Cal State this year. Prairie High's bright orange cars, sponsored by an Interstate distributor in Iowa, use Interstate 22-NF batteries. The goal in the one-hour race is to drive more laps than the other cars.

Prairie High has earned the name "Fast Orange" from their opponents because they have a habit of winning most of their races by several laps. Many of their competitors, on the other hand, have run out of battery power early, leaving them stranded on the track to watch Fast Orange continue to lap them. "Everybody wants to know what we're doing to our batteries," said Chuck Hining, industrial tech instructor at Prairie High. "I just tell 'em they're Interstates."



Prairie High School's "Fast Orange" from Cedar Rapids, Iowa: (from left to right, back row to front row) industrial tech instructors Chuck Hining and Gary Hoppes, John Hughes (soph.), Kyle Bantz (jr.), Nathan Flatgard (sr.), Lance Lefbure (sr.) and Nic Shaffer (sr.).

Marine/RV Deep Cycle Batteries: Know the Facts

GALE KIMBROUGH



When I'm on the road conducting training, I'm often asked about proper care and usage or myths of marine/RV deep cycle batteries, so let's review some of the questions your marine/RV customers might ask.

1. Should I deeply discharge a deep cycle battery the first few times it's used?

NO!! None of the marine/RV deep cycle batteries, liquid electrolyte or gel, have to be deep cycled the first few times of use. Actually, for optimum long-term results, it's best to shallow discharge (cycle) a deep cycle battery the first few uses. A marine/RV deep cycle battery doesn't *need* to be deeply discharged at any time in its service life to enhance its performance or service life.

2. Do deep cycle batteries gain a memory?

NO!! A lead acid battery does not retain any memory. This is true of both the gel and liquid electrolyte batteries. You can discharge it to various depths of discharge at any time during its life. (Normally, the only type of battery that retains memory is a NiCad.)

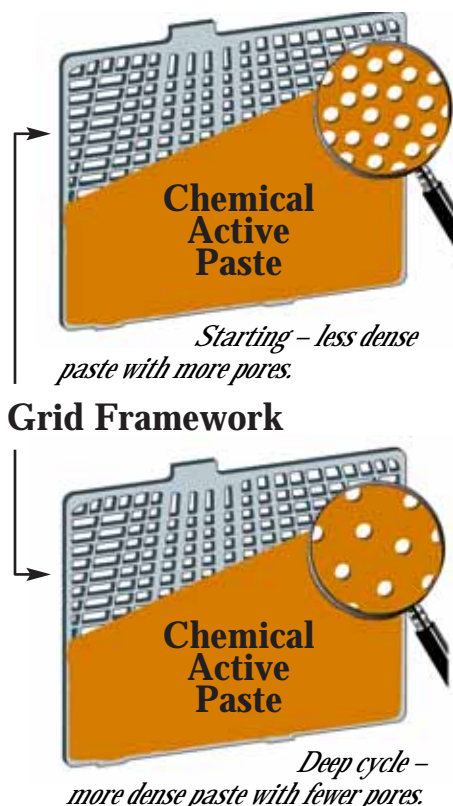
3. What are the primary differences between starting and deep cycle batteries?

To answer this question, we have to look deep inside the battery. In fact, all the way to the actual plate construction. A battery plate consists of a lead grid framework, which is the electrical portion, and a chemical active paste material. This paste reacts with the electrolyte to create and support the electrical power requirement.

Some of the differences between starting and deep cycle batteries include:

- density of the chemical active paste material,
- thickness of the grid,
- type and percentage of the grid alloying agent, and
- amount of the chemical active paste material.

A vehicle's starting battery is primarily designed for one purpose – starting the engine. A marine/RV deep cycle battery has the capability of producing repetitive deep discharges hundreds of times (compared to a starting battery's 20-50 times).



4. Can I use a deep cycle battery as my starting battery?

Yes – if the battery meets the CCA specifications for your vehicle's engine starting requirements. However, a marine/RV deep cycle battery typically will not offer the total number of starts you'll get from a starting battery. If your customer has the space available, the best alternative may be a multiple-battery or an isolated-battery system, where you add a marine/RV deep cycle battery to power accessories and leave the starting battery to do the job it does best – start the engine. If your customer doesn't have the space or inclination to add an

isolated battery, think about other battery options:

Option one: A starting battery with a higher CCA and reserve capacity rating.

Option two: A heavy duty commercial starting battery with an equal or higher CCA and reserve capacity rating.

Option three: A marine/RV battery with a higher CCA and reserve capacity rating.

Remember, to maintain multiple batteries, a larger alternator may be needed.

5. When should I choose a marine/RV battery over a starting battery?

If you are going to discharge (cycle) your starting battery only once or twice per month to no more than a 30% depth of discharge (70% state of charge), a heavy-duty commercial starting battery may be adequate. Just make sure that your starting battery has a reserve capacity and CCA rating equal to or greater than the OE battery ratings. If the customer's original starting battery is being repetitively discharged to more than a 30% depth of discharge, choose a marine/RV deep cycle battery.

6. How many cycles should I be able to get from a deep cycle battery?

Numerous variables determine the actual "cycle life" you may get from a marine/RV deep cycle battery including:

- maintenance and care,
- battery discharge levels,
- battery operating temperature,
- recharging, and
- proper battery size and capacity.

One customer may get 150 cycles or less while another gets more than 500.

If batteries are properly maintained and recharged to 100% state of charge, the customer should get approximately 200-plus cycles with normal use. However, the depth of battery discharge per cycle has a tremendous effect on the total number of cycles. For example, (with all other variables equal) a marine/RV deep cycle battery that is consistently discharged to only 50%, versus 100%, *more* than doubles the number of cycles.

So remember, choosing the correct battery for your application is critical to performance and long-term service life.

- A marine/RV deep cycle battery can be used as a starting battery but . . .
- Battery cycles are contingent on a number of variables.
- Just because the battery has "deep cycle" in its name does not mean that it has to be deeply cycled to retain performance.
- A deep cycle battery, cycled to 50% or less, will more than double its life cycles.
- A cycle is one discharge and one recharge.

For more information regarding marine/RV deep cycle batteries, visit our web site: www.interstatebatteries.com. ■



Interstate Batteries has a full line of marine/RV cranking and deep cycle batteries to fit every need.

He's Goin' Fast!



Bobby Labonte

If you're one of the growing number of Bobby Labonte fans, this 22.5" x 36" poster is for you!

To Order

Mail this order form to:

INTERSTATE BATTERIES

Attn: Andy Limmer
12770 Merit Drive, Ste. 400
Dallas, TX 75251



INTERSTATE BATTERIES
12770 Merit Drive, Ste 400
Dallas, Texas 75251

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Mailing Address _____ Apt. # _____

City _____ State _____ Zip _____ (Required)

Checks or Money Orders Only

(Make checks or money orders payable to: **IBSA**)

Day Phone # (____) _____ Fax # (____) _____

Description	Item #	Price	Total
Bobby Labonte Poster	225007P	\$4.95	
		Subtotal	
		Tax (TX residents only add 8.25%)	
		Shipping & Handling	\$3.00*
		TOTAL	

Please allow
4-6 weeks
for delivery.

*\$2.00 additional S & H
for more than 3 posters.

Canadians subject to customs charges for merchandise totaling more than \$15.00.

Survey Says!

The results are in on the annual Interstate Batteries Dealer survey! The 1,001 Interstate Dealers who responded gave us grades on our product quality, our Route Sales Manager performance and our advertising.

Product Quality

As to the quality of the Interstate Batteries product itself, 97% of you rated it as either "Excellent" or "Very Good." And this was before we equipped Interstate product with the new PINNACLE™ Technology. Nearly half of you (47%) expect this advanced technology to bring even more battery sales this year!

Route Sales Manager Performance

Your exceptionally high marks in this category – up 3.6% from last year – reflect that nearly all of you are pleased with the level of personal service you are receiving. Below is a chart that shows a summary of your responses.

Survey Category	Excellent	Good/ Very Good	Totals
Hot Shot Service	72%	27%	99%
Stocking Rotation	67%	32%	99%
Courtesy	68%	31%	99%
Knowledge of Product	67%	33%	99%
Warranty Process	62%	36%	98%

Advertising Initiatives

Bobby Labonte's ever-increasing success on the track and our NFL commercials is apparently leaving a lasting impression because 87% of you say that you saw or heard Interstate Batteries advertising in the last year. This is the highest number since this survey began in 1992.

More than 95% of you reinforced our national advertising strategy when you stated that you believe

our advertising, which includes NASCAR, NFL and NHRA, helps sell more batteries.

Your participation in this survey helps us learn from your market insight and experience. We appreciate your loyalty to Interstate Batteries, and we will continue working to exceed your expectations. ■

All Dealers who were called and filled out an Interstate Batteries annual survey were entered into a drawing for an Interstate racing jacket.



Congratulations to the winner, John Bernhard, of Bernhard's Service in the town of Jim Thorpe, PA!

"Do nothing from selfishness or empty conceit, but with humility of mind, let each of you regard one another as more important than himself."

Philippians 2:3

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

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