

CURRENT

OFFICIAL  SPONSOR



Volume 15, No. 1

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

March 1999

Sales Heat Up For **HOT ROD** Battery

Drivers of today's performance vehicles need a battery to call their own. So, together with HOT ROD Magazine, who co-sponsors the Interstate Batteries Funny Car team, we've created a line of performance batteries with more demanding vehicles in mind. The result is the HOT ROD battery by Interstate, a new line now available from your Interstate Distributor.

The HOT ROD battery has the same quality and advanced technology you've come to expect from Interstate. In fact, the quality is unbeatable. Featuring Pinnacle Plus™ Technology for 22 percent more battery life, this advanced technology has many advantages for your customers, including an excellent charge acceptance rate, increased overcharge resistance and improved cycle-ability in extremely high temperatures.



The new HOT ROD battery features our Interstate Batteries Funny Car, which is co-sponsored by HOT ROD Magazine.

The battery comes in three popular group sizes ranging from 525 to 727 cold cranking amps and 100 to 120 minutes of reserve capacity for a variety of performance car, light truck, SUV and van applications. And it comes complete with a 72-month prorated warranty plus 18-month free replacement, which can be adjusted through any Interstate Dealer.

To really make an impression on consumers, HOT ROD's parent company, Petersen Publishing, is promoting the new battery with high-profile articles in leading magazines like *Motor Trend*, *HOT ROD* and *NASCAR Trucks* and also on *HOT ROD TV*. Interstate is promoting it too: We've added a new 1-877-HOT-ROD2 locator number (1-800-597-0659 in Canada) and a HOT ROD option on our 1-800-CRANK IT number, plus technical information to our web site, www.interstatebatteries.com. Ask your Interstate Route Sales Manager for information on how you can make more battery sales with the Hot Rod battery line! ■

150 MILLION BATTERIES SOLD!



Since 1952, Interstate Batteries has sold 150 million batteries.

Thank You, Dealers!

Driving Sales

It wasn't all that long ago when you actually had to go to an event or dig to the back of the magazine rack to find any news about auto racing. Seems like a whole other world now, doesn't it?

The 1999 Daytona 500 was the most watched race event ever. In overall television audience, auto racing has climbed to just behind the NFL in popularity. That's ahead of Major League Baseball, the NBA and the NHL. And besides the television coverage, America's fastest growing sport is popping up pretty much everywhere you look:

- ☺ In the grocery store on many of your favorite products.
- ☺ At the mall at sportswear stores.
- ☺ At a growing number of virtual and mini raceways around the country.
- ☺ And of course, you can see NASCAR and NHRA drivers all over your mail, daily newspaper, radio, TV, Internet Web sites... and that's just the beginning!

Every time you notice a race driver or car somewhere, you have further proof that Interstate Batteries sponsorship is working

every day to drive battery sales to you. Our relationship with Joe Gibbs Racing and featured drivers Bobby Labonte and Cruz

Pedregon gains Interstate and you millions of dollars worth of exposure each year. We're very proud to sponsor these teams... and even if you're not a race fan, you can see how effective the program is. Thanks to racing, your Interstate batteries stand out whenever it's time for a consumer purchase! ■



The Interstate Batteries 1999 Winston Cup Car, featuring the new Interstate oval logo.

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

Get Ready for Spring!



Add Sales with Spring and Summertime Batteries!

Sure Interstate has been known most for our automotive batteries over the years, but we have a full line of batteries to meet your customers needs.

By making your customers aware that you can get spring and summer batteries for their needs, you can build more loyalty and add sales. Spread the word, and if you need an Interstate product that's not in your regular stock, just give your local Interstate Distributor a call.

MARINE/RV

Interstate's Marine/RV batteries now feature a unique chemical combination called **Pinnacle™ Technology**, and what a difference it makes for today's boat or RV owner! They last longer and have an excellent deep discharge recovery rate. **Pinnacle Technology** also greatly improves recharge acceptance, a very important advantage for Marine/RV customers.

And our nationwide warranty on starting or deep cycle batteries let's your customer be as adventurous as they want to be.

MOTORCYCLE

True to our reputation, our Cycle-Tron® batteries offer advanced technology and proven quality. Cycle-Tron batteries are built with the consumer in mind:

- High impact and flex-resistant case handles extreme vibration.
- More cranking power for added starts and longer life.
- Greater resistance to overcharge damage.

All that means dependability for customers with foreign and domestic bikes, ATVs, watercraft and lawn and garden tractors (and snowmobiles too).

GOLF CARTS

No other golf/electric vehicle battery

offers as much as Interstate Batteries. This battery line features:

- Removable handle.
- Exclusive Speed Cap and more Electrolyte for easy maintenance.
- Thicker grids for longer life.
- And more.

And with our proven service, Interstate is your best source for golf cart batteries.

LAWN & GARDEN

Interstate's excellent quality combined with the Interstate system provide many more advantages than average lawn and garden batteries:

- Outstanding cycle life.
- More starts.
- Excellent recovery from deep discharge.
- High-temperature resistance.

SEALED LEAD ACID

These maintenance free batteries are ideal for many uses, such as standby power, cable TV, security alarms, computers, telephones (including 911 lines), navigational equipment, hospital generators, etc.

Entertainment: From portable amplifiers to video cameras.

Medical: Diagnostic and therapy equipment, plus wheelchairs and home care equipment.

And More: Tools, toys, electrical vehicles, etc.

And no matter which line, Interstate Batteries provides the same outstanding service:

- Free delivery.
- Product rotation.
- Outstanding warranty service.
- Disposal of battery cores to EPA-approved smelters. ■

New Interstate Logo Point-of-Sale Coming Soon!



Interstate's 100% brushed cotton **Racing Cap** has embroidered logo.

This bright, eye-catching **Race Banner** is 8' x 4'.



Interstate's **Counter Mat** sets the stage for battery sales.

This 4' x 2.5' **Metal Sign** makes a great lasting impression.





Behind Every Great Crew Chief...

Butch Hylton
Winston Cup Assistant Crew Chief



Dave Fletcher
Funny Car Assistant Crew Chief

Butch Hylton is a newcomer to the Interstate Batteries Winston Cup team, but he's as valuable as a seasoned veteran. As Crew Chief Jimmy Makar's right-hand man, some of his responsibilities include helping with the car's setup and doing all he can to make sure it runs all day at the track. Butch also plays another role at Joe Gibbs Racing: helping as an attendant on the team's Gulfstream G1 airplane. He says flying's great because it helps him take his mind off of racing, which they all need every once in a while!

How do you like being on this team?

Oh, it's great. Joe's the best. He treats us so well and understands the life of traveling. And Jimmy's the consummate professional to work with. He just never, ever makes a mistake, it seems like. The best part of my job is working with Bobby. He and I are basically the same age and it's fun to work with somebody like him. I've worked with some other "superstar drivers," and they're a little distant. But Bobby and I are more friends than co-workers. He's very down to earth.



After a knee injury put an end to changing tires over the wall, Butch Hylton has found his niche helping Jimmy Makar keep the car running smoothly for Bobby Labonte.

What brought you to JGR?

Well, it's one of the most respected teams in the business as far as the work conditions and the way they treat the guys. And I've been friends with Jimmy for years. I worked on the #6 car for a long time and when the opportunity arose to come over here last year, it worked out real well for me. I used to change tires for Mark Martin's team but I tore up my knee so bad I had to give up going over the wall. That takes a little bit of the fun away from racing, but now I'm more into making the car handle right.

And this isn't the first Interstate team you've been with...

No, my first Winston Cup job was with Stanley Smith, and we had Interstate Batteries on our car in 1990 and 1991. So the first Winston Cup uniform I ever wore was Interstate Batteries, and now I'm back with Interstate. That's kind of neat.

How long does the average race car last?

It depends on the number of accidents that happen. With most accidents, if it's a car that we liked and have had good performance with, we'll fix the car. There's not much on these cars that you can tear up and we can't fix. I'd say we've got some cars here that are a year old. Most of the technology changes pretty fast in this business, and sometimes the easiest way to incorporate those changes is to build new cars.

How's the morale this year?

Awesome! Especially after Rockingham, where we haven't done too well in a while. Even after Daytona everybody was pretty happy. We had a little failure that slipped through the cracks there, but the thing that makes us feel good is that we had the best car up until then. We were pretty much killing 'em when it broke. We found the problem and addressed it, and it's not going to happen again. And I'm really looking forward to Talladega! ■

America has been good to Dave Fletcher, Assistant Crew Chief on the Interstate Batteries Funny Car team. While fostering a growing fascination with drag racing in his hometown of London, England, a tour of the U.S. brought him to the 1980 U.S. Nationals. Life has been different ever since. Today he's a key player on the Interstate Batteries team, overseeing the shop while Crew Chief Wes Cerny meets up with the team at each race. At the track, Dave helps with the tune-up in addition to servicing the ignition, superchargers and cylinder heads.

That first U.S. Nationals that you went to, was that really exciting for you?

Oh yeah. I'd been used to being at races where there might be 150 cars, and then I went to one where there was over 1,000 cars! For probably six years I had been following drag racing in magazines and then here I was standing next to the people I had been reading about ... it was kind of a hero-worship trip.

That's where you met the famous crew chief, Austin Coil, right?

Yeah, and I owe him a lot because he really gave me my first chance. He kind of took me under his wing, and I feel really privileged to have worked with his team.

So you're changing the body style of the car this year...

We're just modifying the car some to make it a little more competitive. The basic idea is to give us some more downforce and to be able to balance the car better. And if these modifications continue to work on the track at Gainesville, then we can go to the wind tunnel and actually see what we did.

What are the team's biggest strengths?

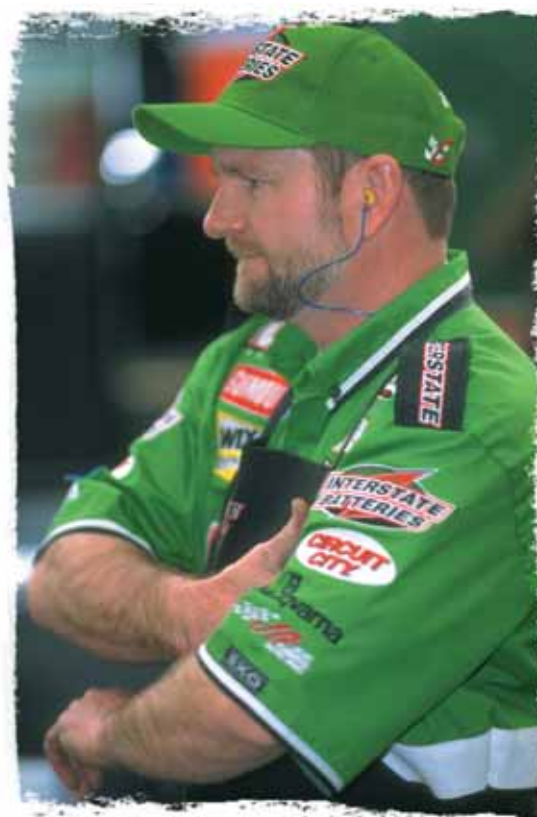
Wes Cerny is our biggest strength because he's knowledgeable enough to put the car in the

position to win races. And our second strength is Cruz and the rest of the team. We all work well together, and we're willing to do whatever it takes. And then having Joe Gibbs as an owner is a great strength. He believes in us.

You can compare racing to boxing. The boxer is the only guy in the ring, but if he doesn't have a good manager and a good trainer, he can't be a good boxer. And the driver is in that position. He needs the rest of the team to succeed, and we need him to be good to succeed also.

Do you have a most memorable race?

Well, the Houston race that we won last year was great, of course. But I also remember the first race that I won, when I worked for Kenny Bernstein. We were in Montreal and we didn't qualify well—we smoked the tires and the other guy broke. We just kept thinking, well, we'll probably get beat next round. And then Kenny won on a hole shot in the finals, which means we didn't run as quick as the other guy but we got there first. Everybody did their job and in the end the driver won the race! ■



During his four years as Assistant Crew Chief for Cruz Pedregon, Dave Fletcher has worked on everything in the Funny Car from fabrication to the drive train, ignition and cylinder heads.

TECHTALK

WITH INTERSTATE® BATTERIES PROCLINIC® INSTRUCTOR GALE KIMBROUGH

“Spring Forward”

GALE KIMBROUGH



No, it's not time to adjust your clock just yet (not until April 4th for those on daylight-saving time)! I'm talking about “Springing Forward” with your Marine/RV, Motorcycle, ATV and lawn mower batteries.

During the winter months you probably haven't spent a lot of time thinking about those batteries. That's not unusual.

Seasonally used batteries often suffer from “inactivity disease or (IAD).” Often this disease can cause the battery's premature demise due to self discharge and sulfation of the chemical material on the plates. Batteries are like people, in that they have better overall performance and remain stronger when they are active.

The type of exercise batteries require is adequate recharging to maintain their electro-chemical fitness.

Spring Battery Checklist

- ✓ 1. Inspect
- ✓ 2. Test
- ✓ 3. Charge
- ✓ 4. Protect

Spring Battery Checklist

Whether or not you have recharged the battery during the off-season, follow the Spring Battery Checklist to help ensure your battery is in top shape for the work-out sessions to come.



For more information on charging and caring for Marine/RV batteries, check www.interstatebatteries.com or ask your Route Sales Manager about our new Battery Maintenance booklet.



To maximize the performance and life of your seasonal battery, follow the four steps in the Spring Battery Checklist.

1. Inspect

Visually inspect the battery's a.) case and terminals—clean if necessary; b.) electrolyte level (if the battery has removable filler caps)—add distilled water (preferably) if needed.

Remember! Don't overfill the battery. The proper level is 1/8" below the vent well after a battery has been charged. Prior to charge, make sure the level covers the plates.

2. Test

Test the battery's state of charge level. This seems rather simplistic but extremely critical. (See Battery State-of-Charge Level Chart). If the battery has removable filler caps, test with a hydrometer. If not, test with an accurate voltmeter.

3. Charge

If the battery exhibits a low charge level, charge it prior to usage. One of the keys to preserving battery performance and life is proper charging. The best method of recharging a deep cycle battery is to slow charge. To clarify, “slow” means to charge at a rate of the battery ampere rating divided by five, i.e. Ah/5 or lower. If you don't know the Ah rating, use

the .60 rule.

That means multiply the battery's Reserve Capacity rating by .60.

Example: A 160-minute Reserve Capacity battery (i.e. an SRM-27) x .60 would give approximately 96 Ah. If you divide 96 by 5, it shows that the **maximum** charge rate (in amps) should be 19.2 amps (a 20-amp charger) for that battery. Note: Always monitor the battery during charge.

4. Protect

Protect the battery by ensuring that the cables connecting to the battery, as well as the battery terminals are clean. Then, protect them with a spray or brush on

Battery State-of-Charge Level

Charge Level	Volts	Specific Gravity
100%	12.66	1.265
75%	12.45	1.225
50%	12.25	1.190
25%	12.05	1.155
Discharged	11.90	1.120

protectorant.

Obviously, the best way to ensure your battery is ready to “Spring Forward” is to store it fully charged, test it during the off-season then utilize the process described. Have a great “Start” for the Season with Interstate. ■



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.)

April 21 Dayton, Ohio (IBS of Western Ohio)

April 22 Dayton, Ohio (IBS of Western Ohio)

May 4 (City TBD), Ontario (IBS of Mississauga)

May 5 (City TBD), Ontario (IBS of Waterloo)

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 just wanted you to know that while I always thought Interstate batteries were the best, my thoughts have been confirmed recently. My husband and I own a gas station where we handle Interstate. A few weeks ago we had a jump-start to take care of. When we arrived on the scene, we tried to jump the Interstate battery; however, it wouldn't stay charged long enough to keep the car running.

After towing the car in and replacing the battery with a new Interstate, my husband glanced at the date of the old battery. It was seven years old – no wonder it didn't want to work anymore! I have never heard of any battery lasting that long, but then again we always knew Interstate was the best.

Thank you for a superior product that we are proud to sell.

Sincerely,

Kris and George Nicholson
K&G Marathon
Bowling Green, Ohio

Dear INTERSTATE,

I purchased a 60-month Interstate battery 11 years ago. I've used it hard, and it still works like new! Just thought you would like to know that it has performed more than twice as long as it was supposed to, and it's still going. My next battery will definitely be an Interstate.

Thank you,

Walter J. Boehm
Sapulpa, Okla.

Dear INTERSTATE,

Eight years ago, my father-in-law had a 42-month Interstate battery installed in his 1981 Oldsmobile Cutlass. He has given the car to me since then, and recently when I went out to start it, the battery was dead. I checked the date the battery was purchased, and it turns out that 42-month battery delivered 95 months of service!

I just want to say thank you for selling a superior product. I look forward to purchasing a new Interstate battery for all my vehicles in the future.

Thank you,



Firebird Sweepstakes Excitement!

In our recent Firebird sweepstakes we all came out winners.

Interstate Batteries Dealers won awareness when more than 80,000 people turned in entries to the drawing for a 1998 Pontiac LSI V-8 Firebird – that's a lot of potential battery buyers who just found out more about Interstate Batteries!

Petersen Publishing won over subscribers when they promoted the sweepstakes in Hot Rod and CarCraft magazines in November and December, and Circle Track in December and January. These print ads achieved more than 10 million in total readership for that three month span.

Of course, some of the fans who signed up at NHRA race events or entered via our www.interstatebatteries.com web site came out winners, too!



The Interstate web site and Petersen Publishing magazines provided great publicity for the successful Firebird Sweepstakes.

- ★ The Grand Prize Winner of the 1998 Pontiac Firebird was Sharon Gregg of Houston, Texas.
- ★ There were 10 Winners of NHRA Replica Helmets autographed by Driver Cruz Pedregon.

During this promotion Interstate's web site traffic doubled. Of the 34,000 entries received via Internet, nearly all of them took the time to look at our products section. Many went to the dealer locator as well, so getting consumers to our web site really does help you sell more batteries.

Thanks for joining in on the Firebird excitement! Look for more Interstate Batteries Sweepstakes to come.

18

New Interstate Trackwear!

18

Need a new favorite t-shirt? Whether you're a NASCAR or an NHRA fan, we've got a new colorful one you'll love! Designs on front and back, and 100% cotton feels great on race day or any day.

To Order

Call Toll Free:

1-888-855-8825 or
1-704-454-4000

Or mail this order form to:

ACTION SPORTS IMAGE
6301 Performance Dr. SW
Harrisburg, NC 28075

Or fax to:

1-800-650-9854

Description	Item #	Price	Total
Bobby Labonte T-shirt	SIB1101W	\$8.00	
Cruz Pedregon T-shirt	SIB1102W	\$8.00	

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

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

Subtotal

Tax (NC residents only add 6%)

Shipping & Handling

TOTAL

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

Ship to: Residential Commercial

Fax # (_____) _____

Please print clearly

Name _____ Day Phone (_____) _____

Mailing Address _____ Apt. # _____
(Required)

City _____ State _____ Zip _____

CHARGE TO MY:

VISA Card Number _____

MasterCard Expiration Date _____

Discover Name on Card _____

Am. Express Signature _____

Check enclosed (Make checks or money order payable to: Action Sports Image)

Please allow 4-6 weeks for delivery.

SHIPPING RATES (No CODs Please)

\$.00 to \$20 - \$5.00	\$101 to \$200 - \$12.00
\$21 to \$50 - \$6.50	\$201 to \$300 - \$14.00
\$51 to \$75 - \$8.00	\$301 to \$500 - \$17.50
\$76 to \$100 - \$10.00	

New Accessories Make Your life Easier

Midtronics

Do you need a battery tester that's sophisticated and accurate, but one that's also portable, easy to use and at the right price? It sounds like a lot to ask for, but we've got what you need!

Interstate now provides professional Midtronics testers with patented, cutting-edge technology for advanced battery and charging system diagnostics. Utilizing a new method to test internal conductance, these testers measure battery condition (whether the battery is at the counter or in the vehicle) and can measure charging system condition.

They give a reading - even when the battery is partially discharged. And automatic prompts take you through the test step by step, displaying voltage, battery condition and available power. Best of all, the Midtronics tester is safe and easy to use.



Midtronics
Micro450
Tester

Bottom line is, by detecting a weak or marginal battery before it fails, the Midtronics testers can enable you to sell more batteries. Ask your Route Sales Manager for more information on a quality Midtronics tester that will make battery testing a whole lot easier at your business. ■

QuickCable

Now Interstate Batteries has even more accessory products to offer you and your customers!

In addition to quality NOCO accessories like the NCP-2 Battery Corrosion Preventative System, many Interstate Batteries Distributors now provide QuickCable accessories.

QuickCable has an impressive selection of cabling tools and unique products that aren't available from other manufacturers, like Compression Connectors, Quick Starter Packs, Cable Make Up Kits and Drawer Assortments. With QuickCable's 40 years of experience and an impressive list of customers like General Motors, Chrysler, Caterpillar and the U.S. Government, you know you'll get the highest-quality battery accessories. And when you add the proven Interstate service system, it only makes sense to give us a try. Talk to your Route Sales Manager to find out how Interstate can meet your needs with quality battery accessories. ■



QuickCable Magnalugs



QuickCable
Cutter/Crimper (5-way)



QuickCable
Bulk Cable Supplies

"For there is one God, and one mediator also between God and men, the man Christ Jesus."

1 Timothy 2:5

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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