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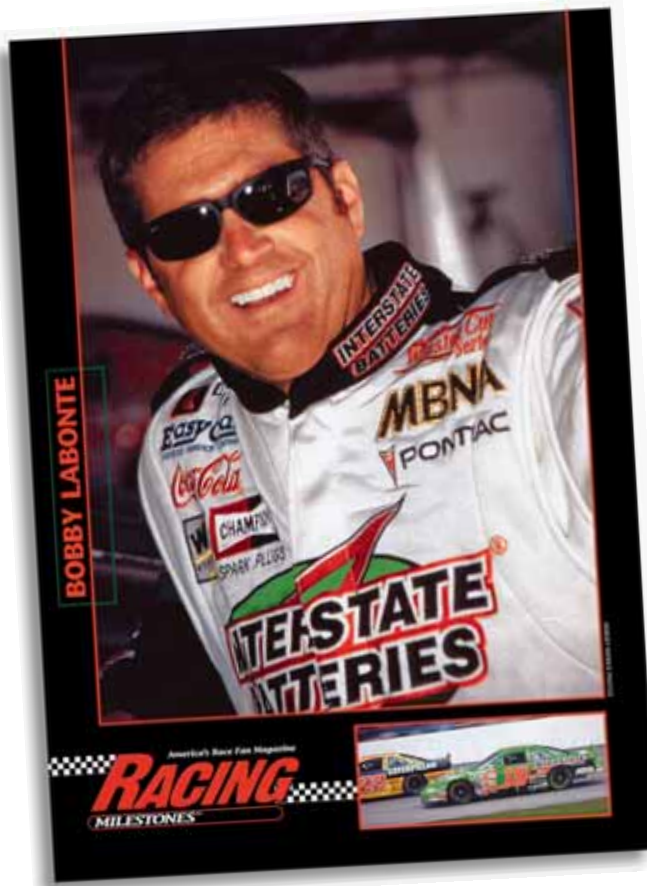
Still Winning With NASCAR

Interstate Batteries' NASCAR team sponsorship has proven to be a great investment in your battery sales over the past 10 years.

1991-2001:

- NASCAR race attendance has almost doubled.
- Major races draw larger crowds than the Super Bowl, World Series, and the NBA Finals audiences ... combined!
- Household reach through TV viewership is reported as high as 65 million.
- Interstate's brand awareness has increased from 28% to 76%.
- Our team has become a key player in Winston Cup.
- The Interstate Batteries team won the championship in 2000.
- Our market share has grown to an all-time high of 13%.
- We're enjoying more and more high-profile publicity!

That media attention, which topped \$65 million last season alone, has helped people to become more aware than ever of Interstate Batteries and our NASCAR 2000 Champion race team. The



publications that have highlighted Bobby Labonte, Joe Gibbs Racing and Interstate Batteries include "Sports Illustrated," "USA Today," "Racing Milestones," "Stock Car Racing," "Inside NASCAR," "Winston Cup Scene," and "NASCAR Illustrated."

Countless reports about the Interstate Batteries race team appear in top newspapers, TV and radio stations and in a variety of Internet sites and PC/video games. Beyond the media, you can find our team featured on multitudes of products on your grocery-store shelves, and unlimited numbers and styles of sportswear! We continually receive letters, e-mail messages and phone calls from consumers who love NASCAR and have become loyal Interstate fans, so it's no wonder Interstate's awareness, market share and sales have grown to all-time highs. We hope that you've experienced some of the benefits of our NASCAR team support at your location. ■

Since winning the 2000 Winston Cup Championship, Interstate Batteries, Bobby Labonte and Joe Gibbs Racing have appeared in "Racing Milestones" and many other popular publications.

Interstate Hooks Up With Angler's Choice

Interstate Batteries recently signed on as the exclusive battery sponsor of Angler's Choice, the largest bass-tournament organization in the U.S. A grassroots organization primarily for amateur weekend anglers, Angler's Choice runs 400 local and regional tournaments across the U.S. where two-man teams, couples and pro-am partners compete to qualify for national championship tournaments. This new sponsorship should directly impact Interstate Dealers.

Angler's Choice promotes Interstate Batteries with banners, pennants and decals at each tournament and offers Interstate marine batteries as prizes at some tournaments. Interstate receives ads in "Angler's Choice Magazine" and the "Tournament News" newspaper, and receives championship tournament coverage on FOX regional programming.

Your Interstate Distributor may be increasing local interest in Interstate Batteries by putting up displays, providing marine brochures, or parking a route truck at a local tournament.

Angler's Choice currently operates fishing tournaments in 28 states: Ala., Ark., Ariz., Calif., Del., Fla., Ga., Ill., Ind., Ky., La., Md., Mich., Miss., N.H., N.Y., Ohio, Okla., Ore., S.C., Tenn., Texas, Utah, Vt., Va., Wash., W.V. and Wis.

In the last few years, Interstate Batteries' marine-market share has jumped from 1-out-of-7 (15.5%) marine batteries sold to 1-out-of-6 (18.6%). Our new sponsorship with Angler's Choice should help increase our marine-battery sales even more. ■



Interstate Batteries' inaugural event with Angler's Choice was the 2000 National Team Championship last December at Lake Granbury, Texas.

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INTERSTATE BATTERY SYSTEM OF AMERICA, INC. 12770 Merit Dr., Suite 1000 Dallas Texas 75251-1292

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WITH **INTERSTATE® BATTERIES** TECHNICIAN EXPERT **GALE KIMBROUGH**

The Right Battery for the Right Job

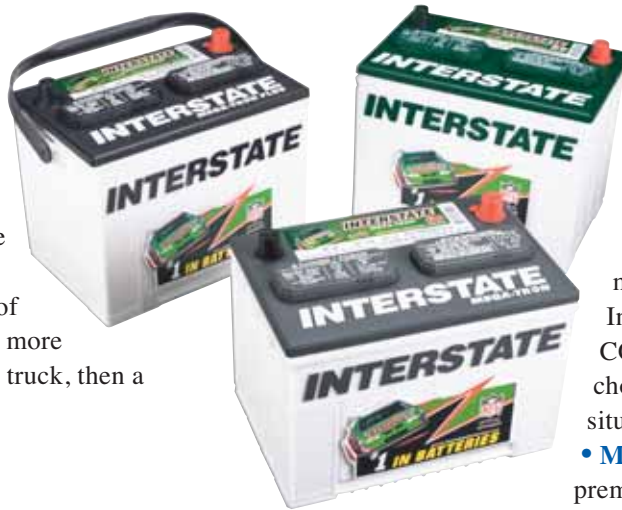
A battery will operate more efficiently and last longer when used in its intended application. But how do you know which battery to recommend for a particular application? Here are some features, selling points and application tips for the most popular Interstate Batteries. For more selling tips, see "Why Interstate's Better" on page 7. For additional information on optimum battery applications, check the FAQs on www.interstatebatteries.com or contact your local Interstate Batteries Distributor or the Technical Services Department at our Home Office in Dallas.

Automotive Batteries

The automotive starting battery is manufactured to produce a tremendous amount of CCA (cold cranking amps) for a short duration, which is ideal for cranking a vehicle. It can generally produce more than 5,000 starts but has a limited number of deep cycles (discharges to more than 40% depth of discharge). To handle parasitic load accessories like telephones and mishaps like lights left on, RC (reserve capacity) is also essential to the longevity of an automotive battery. If the required application is more demanding than a standard automobile, van or light truck, then a commercial starting battery may be needed.

Selling Points:

- **#1 Brand.** Interstate is the most popular brand of automotive replacement battery in North America, largely because of our consignment and rotation program that guarantees a fresh battery for your customers.
- **PINNACLE® Technology.** This combination of three chemical enhancements — a silver/calcium positive grid alloy, a negative plate paste expander and an Na₂SO₄ (sodium sulfate) electrolyte additive — results in a 22% increase in cycle life, a greater resistance to heat without deterioration, and an improved charge acceptance.
- **Liquid-Electrolyte Chemistry.** Enables it to hold up longer to extreme underhood heat than AGM batteries.
- **Convenient Nationwide Warranty.** Customers may find the nearest of



100,000 automotive warranty dealers in the U.S. and Canada via the 1-800-number on the battery or interstatebatteries.com.

Options/Applications:

- **Mega-Tron Plus® (Black Top).** Interstate's 72-month premium automotive battery is one of the most powerful batteries in the industry. Among Interstate's automotive batteries, it offers the highest CCA and typically the highest RC, making it an ideal choice for cold temperature and heavy accessory situations.
- **Mega-Tron® (Gray Top).** Interstate's 60-month premium automotive battery operates great in most climates and cranking situations. Since it was introduced in 1984, the Mega-Tron has consistently remained one of the top-rated batteries in the market. It generally falls between the Mega-Tron Plus and the 50-month battery in cranking power and price.
- **50-Month (Green Top).** The least expensive of Interstate's automotive batteries, it is a good choice for cool and warm climates, especially hot-temperature situations such as southern Arizona, Texas and Florida. It has fewer plates and more electrolyte than a battery with extremely high CCA, allowing for a lower operating temperature and better longevity in extremely hot climates.
- **Starting Optima® (Red Top).** See "Optima Batteries."

Optima® Batteries

Interstate's maintenance-free, AGM Optima battery is designed to handle demanding applications.

Selling Points:

- **Spiralcell Technology®.** Each cell contains a positive and a negative plate wound into a tight spiral and separated by an absorbent-glass material, virtually eliminating vibration damage and plate shedding.
- **AGM Technology.** The maintenance-free battery's internal combining of gasses prevents corrosion, allowing it to be mounted in almost any position and used inside the vehicle or the trunk.
- **Increased Plate Surface Area.** Along with high-level lead purity, this allows for a quicker recharge.

Options/Applications:

- **Starting (Red Top).** Featuring a 72-month pro rata warranty with a 24-



month free-replacement period, the Red-Top Optima battery is designed to create the high current required in starting a vehicle and is ideal for high impact/vibration situations, such as driving on rough roads. (SC75U, SC34U, SC34A, SC6A)

- **Marine (Blue Top).** Featuring a 36-month pro rata warranty with an 18-month free-replacement period, it has a four-post design ideal for marine applications. Its high vibration resistance is very beneficial for boating in rough waters. There are two Blue Top marine batteries; one is a starting battery and the other is a deep-cycle battery. (SC34M, SC34DM)
- **Deep Cycle (Yellow Top).** Featuring a 24-month pro rata warranty with a 12-month free-replacement period, this is a deep-cycle battery designed for heavy-drain applications such as police cars and ambulances. Many people use this battery in professional stereo competitions due to the need for multiple batteries to be housed inside the vehicle. (SC34DU, SC34DA)

Specialty Batteries

This battery, usually non-automotive, features uniquely designed battery plates and chemical paste material specific to applications. It is offered in both low-maintenance (liquid electrolyte) and maintenance-free (AGM/gel) designs. It is primarily rated in AH due to application requirements but often has CCA and RC ratings.

Selling Points:

- **AGM/Gel Technology.¹** These recombinant-chemistry batteries recombine the gasses internally and, under normal operating conditions, produce zero corrosion, and never require water addition. They are therefore



maintenance-free and can be mounted in almost any position and even in closed compartments.

- **High Vibration/Impact Resistance.¹** Popular with ATV, snowmobile and personal watercraft users.

Options/Applications:

- **Lawn & Garden.** (SP-18, SP-24, SP-30, SP-40)
- **Wheelchair.** (DCS-33, DCS-50)³
- **ATV, Snowmobile and Personal Watercraft.** (DCS-33, PB-500)³
- **Back-up Power.** (UPS12-270, UPS12-310, UPS12-370)

Commercial Batteries

Interstate's commercial battery, the Workaholic, is designed for heavy-duty applications such as a vehicle that starts 20+ times a day or an engine that requires an extreme starting current. High in CCA and RC, it can produce a greater number of starts (about 12,000) than an automotive battery and more deep discharges (50 plus) than an auto battery but still much less than a deep-cycle battery.



interstatebatteries.com or the 1-800-number on the battery.

Selling Points:

- **Top Selling Commercial Battery.** 1 out of every 5 commercial replacement batteries sold is a Workaholic.
- **PINNACLE® Technology / More Cycle Life.** See "Automotive Batteries."
- **Maintenance-Free Technology.** Silver-Calcium positive grid alloy reduces water loss, and single-port venting² minimizes terminal corrosion.
- **Excellent Vibration Protection.** Epoxy element bonding² and extra thick plates result in greater durability against the #1 enemy of commercial batteries — vibration.
- **Convenient Nationwide Warranty.** Customers may find the nearest of 10,000 commercial warranty dealers in the U.S. and Canada via

Options/Applications:

- **Commercial Starting.** Designed for starting diesel trucks, reefers, tractors and farm equipment. (31-MHD, 31-LHD, 31-VHD, 29H-VHD)³
- **Extreme Cycle Life.** Designed especially for the cycling demands of the new generation of long-haul trucks, fleet trucks, reefers, delivery trucks and other heavy-duty applications, **the 31-ECL battery has a 13% increase in cycle life over the leading competition.** (31-ECL)
- **Heavy-Duty Commercial.** Designed for extreme starting applications, such as mining and logging equipment, buses, motorhomes and off-road equipment like bulldozers. These batteries can really take a pounding. (4D-XHD, 4DLT-VHD, 8D-MHD, 8D-XHD)
- **Light Commercial.** Designed for light- to medium-duty utility vehicles, such as Fed-Ex and U-Haul trucks, and aircraft-moving equipment. (C24-XHD, C27-XHD, C78DT-XHD)³

Marine/RV Batteries

This liquid-electrolyte battery, designed specifically for starting or deep cycling in boats and RVs, has thicker plates and denser chemical-active paste than automotive or commercial batteries. It can produce about 250 deep cycles at 100% depth of discharge.



Selling Points:

- **The #1 Selling Marine/RV Battery.** 1 out of every 6 marine/RV batteries sold is an Interstate.
- **Advanced Chemical Technology.** Delivers 16% more life cycles, performs better in high heat and recharges better than older technologies.
- **Vibration-Resistance Technology.** Resists damage caused by the hard jolts of rough water or rugged roads.
- **Four-Post Design.** Improves power flow and provides easier installation and access.

Convenient Nationwide Warranty.

Customers may find the nearest of more than 10,000 marine/RV dealers, including marinas, in the U.S. and Canada via interstatebatteries.com or the 1-800-number on the battery.

Options/Applications:

- **Marine Starting.** Created specifically to meet rugged marine starting requirements. (24M-RD, 24M-HD, 24M-XHD)
- **Marine/RV Deep-Cycle.** The SRM (specialty-RV-marine) and the HD24-DP (heavy-duty group-24 dual-purpose) batteries are marine starting batteries that also offer some deep-cycling benefits for boats and RVs. (SRM-U1, HD24-DP, SRM-24, SRM-27, SRM-29, SRM-4D)
- **Marine Optima® (Blue Top).** See "Optima Batteries."

Motorcycle/Motorsports Batteries

The motorcycle battery provides power for starting and running accessories in motorcycles, ATVs, personal watercraft and snowmobiles. It is rated in CCA, RC and AH. Due to its small size, it requires low-current charging.



Selling Points:

- **Electrolyte with Sodium Sulfate.** Helps the battery withstand seasonal use and lasts longer by improving its recharge ability.
- **Guaranteed Fresh.** Motorcycle batteries come two ways — without acid and with separate acid pack. They are not activated until put into use, ensuring freshness.⁴

Options/Applications:

- **AGM Maintenance-Free.** A sealed lead-acid non-spillable battery that, once activated, is a true maintenance-free battery. (YTX12-BS, YTX14-BS, YTX20L-BS, YTX9-BS)³
- **High Performance - Low Maintenance.** Lead-calcium technology provides longer battery life, lower maintenance and more cranking power than conventional and standard high-performance batteries. (Y50-N18L-A-LM, YB16-B-LM)³
- **High performance.** 30% more starting power makes it the premier choice for machines with all the extras. (YB14L-A2, Y50-N18L-A, YB30L-B)³
- **Conventional.** (12N12A-4A-1, 12N14-3A)³

Golf Car/Industrial Batteries

Golf car and industrial batteries are high AH batteries used in heavy-duty applications that require lots of power and high-repetition cycling, such as golf cars and industrial equipment.



adding life to the battery.

Selling Points:

- **Crystallock®.** This patented plate curing process reduces breakdown of the battery paste and increases battery life.
- **Antinium® Alloy.** This patented alloy resists grid corrosion,

Options/Applications:

- **Golf Car Batteries.** Primarily used in golf cars, this 6-volt battery is also widely used in boats and RVs because of its superior cycleability. (U2200, U2300)³
- **Industrial Batteries.** Used in industrial applications like scissor lifts, floor sweepers and pallet jacks. (U1450, U1850, U2500, U3050, UL-16)³

¹Does not apply to lawn & garden. ²Applies to all group 31 commercial. ³Does not include all batteries in this category. ⁴Does not apply to YIX30L.

Dealer Spotlight: Johnson Industrial Supplies

Chetwynd, British Columbia

Chetwynd, BC, population 3,500, is situated just east of the Rockies in northeastern British Columbia. Most folks in Chetwynd work either for the logging industry or in the oil fields. Johnson Industrial Supplies provides parts for logging machinery and hydraulics, including batteries — primarily commercial but also automotive batteries.

A land with lots of snow and cold temperatures — lows around -30° F (-35° C) and highs around 70° F (24° C) — Chetwynd requires starting batteries with bigtime cranking power. Logging takes place throughout most of the year, including the heart of the winter.

Johnson Industrial Supplies provides group-4D batteries to start the butt-and-top loaders that unload logging trucks, group-31 batteries for the 18-wheel logging trucks, and Mega-Tron Plus® batteries for the logging pickup trucks.

It's a 14-hour drive from Interstate Battery System of Central British Columbia over the Rockies to Chetwynd. "It's about two hours between each city," says Route Sales Manager Bill Hutton, who does it on a five-day route that begins at the warehouse in Kelowna and goes to Prince George, Chetwynd, Fort St. John, and then back again. Because of the extreme distance, Bill runs this trip every six weeks, but owners Shaun and Lorrie Potts think that kind of service is great.

"Before we had Interstate Batteries," said Lorrie, "the other brand would sit here for a year." We always had bad batteries and would have to ship them back. It was awful." Interstate's consignment program, she said, was one of the big reasons they changed over. After deciding they would never sell batteries again because of the hassle, the notion of a route manager rotating their stock and keeping it fresh convinced them to give Interstate a chance. That was three years ago, and now Johnson Industrial Supplies is selling 150 batteries a year.

DEALER PROFILE:

I've been an Interstate Dealer: 3 years

We stock: 27 batteries



Interstate Batteries Dealer Johnson Industrial Supplies in British Columbia provides batteries for logging machinery like this loader and forwarder.

We sell: 150 batteries per year

Our top selling batteries: 4D-XHD, MTP-78DT and 31-MHD

Why we like Interstate: "The rotation program was what sold us on Interstate Batteries," said Lorrie Potts, "because the route manager said he would rotate our stock and keep it fresh. And the return rate is wonderful. We've had very few batteries come back."

How we sell batteries: "Almost every time someone buys a battery," said Potts, "they ask me what percentage they are charged up. I tell them 90 percent and that they are regularly rotated." Shaun and Lorrie Potts also have an Interstate battery rack in their front show room, with two of everything — both automotive and commercial batteries. Many customers, they say, will purchase batteries upon seeing the rack. ■



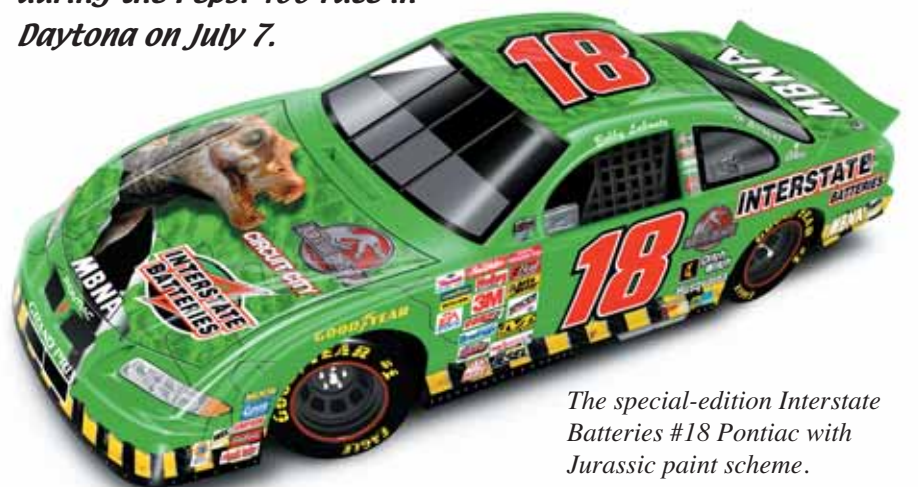
Training for Today's Professional Technicians and Mechanics

Look for these four-hour **Automotive** or **Commercial** ProClinics coming to your area! For more information, please call your local Interstate Distributor. Remember, there is no registration available at the door.

Date	City	Interstate Distributorship
June 4, 2001	Depew, N.Y.	IBS of Greater Buffalo and IBS of Niagra Frontier
June 5, 2001	Etobicoke, Ontario	IBS of Toronto
June 7, 2001	Utica, N.Y.	IBS of Utica
June 26, 2001	Athens, Ga.	IBS of Lake Hartwell
June 27, 2001	Fletcher, N.C.	IBS of Great Smokies
June 28, 2001	Fletcher, N.C.	IBS of Great Smokies

Making Prehistory

To help promote the upcoming film "Jurassic Park III," which opens July 18, 2001, Joe Gibbs Racing's Bobby Labonte (and Tony Stewart) will drive a car with a dinosaur paint scheme during the Pepsi 400 race in Daytona on July 7.



The special-edition Interstate Batteries #18 Pontiac with Jurassic paint scheme.



Dear Interstate...

Dear Interstate,

After over 11 years of faithful service, the Interstate Batteries Mega-Tron in my '71 Bronco finally died. My Bronco has always been parked outside in the elements at 8,000 feet here in the Rockies. It has never failed to start even though the engine does not have an engine heater. About five years ago, I outfitted the old Bronco with a snow plow and a hydraulic pump. The old battery kept on going. Interstate Batteries is the only brand I'll consider.



Gary Shanafelt
Estes Park, Colo.

Dear Interstate,

On our honeymoon, we traveled by motorcycle from Williamsburg, Va., to Niagara Falls. On our way back, the dash lights began to flicker and then the bike shut down at the duty-free store. After jump-starting the bike, it shut down again in the middle of the bridge back to the U.S.! Jumpstarting didn't work this time. We were stranded in "no man's land." I called your 800 number and was directed to a nearby dealer. Twenty minutes later, Jim Penteluke arrived with the battery. The remainder of the trip was uneventful and the honeymoon was wonderful thanks to your people.



Mr. and Mrs. Sam Worley
Williamsburg, Va.

Dear Interstate,

A 1969 VW bus was towed in to our shop as a result of an engine fire that the Fire Dept. extinguished. The engine needed all new wiring, a carburetor and hoses, and the vehicle's interior was burned. The battery was melted, the top completely burned off and the fluid low and contaminated by the fire extinguisher, but we recognized it as an Interstate. We grabbed the load tester and found that the battery was still good. The customer was as impressed as we were and wanted another Interstate.



Kelly Huffman
The Bug Stop
Arlington, Texas

Dear Interstate,

High Cyclers Get High Marks



Our high-cycle trucking battery won the 2000 Nifty Fifty award.

We've done it again! Interstate Batteries was awarded Heavy Duty Trucking's 2000 Nifty Fifty Award. Our 31-ECL battery, designed for the cycling demands of the trucking industry, was selected by the magazine's editors as one of the 50 most significant new truck-related products of 2000! The 31-ECL battery has 17% greater high-cycling capability than the battery of our leading competitor. We also won a 1999 Nifty Fifty award for PINNACLE® Technology. ■

Why Interstate's Better

"What's so good about an Interstate Battery? I can buy Brand X for less." How many times have you heard that from a customer? Your answer to that question may decide whether or not you get the sale. Here are three things that make Interstate batteries a better value than our competitors' batteries:

Fresh Product – Guaranteed.

Interstate's route management and product-rotation system ensure that Interstate batteries are fresh on your shelf. This should give your customers peace of mind when they buy a battery from you.

Nationwide Warranty. We have more than 100,000 automotive warranty dealers in the U.S. and Canada, assuring your customers that they can replace their Interstate battery almost anywhere they may be. This is a claim that cannot be made by any other competitor.

Environmental Friendliness.

Interstate Batteries is concerned about the environment, takes great care in handling the disposal of batteries and recycles through EPA-approved smelters.



Let the Championship Go to Your Head



This championship hat features top-quality embroidery and a comfortable poly/cotton blend.

Description	Item #	Price	Total
Championship Hat	CCH2102BO	\$25.00	
Call for special Interstate Dealer pricing.			Subtotal
NOTE: For shipments outside the U.S., call or fax for additional charges. Please include your fax number below.			Tax (NC residents only add 6%)
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Please print clearly.			TOTAL
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City _____ State _____ Zip _____		Apt. # _____ (Required)	
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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

A Good Start to a Great Finish

Gentlemen, start your engines!" After that command is given at Winston Cup races across the country, Bobby starts up the #18 Pontiac with an Interstate Batteries Mega-Tron Plus® battery, an MTP-24.

Indy race cars and top-fuel dragsters use an external starter, instead of a starting battery to avoid the weight of an on-board battery. But stock cars — both Winston Cup and Busch — are equipped with a starting battery behind the driver in the left rear of the car.

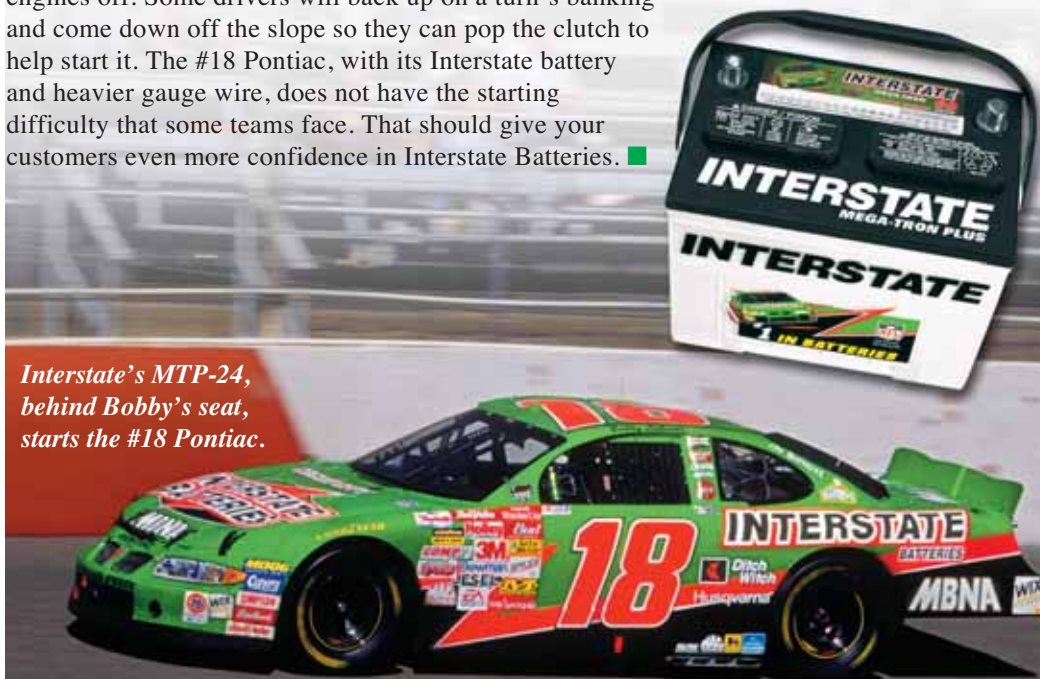
"That's where you want the weight when you're turning left all the time," says John Mulloy, the Joe Gibbs Racing mechanic in charge of electrical wiring and driver comfort. "Having it in the rear helps equalize all of that engine weight up front, and having it on the left helps with traction on the left turns." The team puts lead or tungsten in the frame rails on the car's other side to meet NASCAR's minimum weight requirement of 1600 pounds for the right side.

When a stock car's engine dies, it can be tricky getting it started again. "There's so much heat in the cars that they can be hard to restart," said Mulloy, "The starter draws so much amperage because of the engine heat." Mulloy says that the Interstate race team runs a heavier gauge wire to the starter than some other teams, helping it to start more easily.

Here's evidence that a Winston Cup stock car runs hot; this is a list of the car's components that are run by the battery/alternator: radiator fan, electric rear fan for the rear differential cooler, front and rear brake fans, and driver's helmet fan, which blows air across dry ice and then into Bobby's helmet to keep him cool.

On a red flag, when the race is stopped because of an emergency situation, they shut the engines off. Some drivers will back up on a turn's banking and come down off the slope so they can pop the clutch to help start it. The #18 Pontiac, with its Interstate battery and heavier gauge wire, does not have the starting difficulty that some teams face. That should give your customers even more confidence in Interstate Batteries. ■

Interstate's MTP-24, behind Bobby's seat, starts the #18 Pontiac.



"He who dwells in the shelter of the Most High will abide in the shadow of the Almighty." Psalm 91:1

If you are searching for more meaning in your life, please contact Henry Rogers at:
Interstate Batteries • 12770 Merit Dr., Ste. 1000 • Dallas, TX 75251

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Look for us at www.interstatebatteries.com

