



## News Release

### ODYSSEY® Battery by EnerSys® Sponsors Brian Deegan's No. 38 Pro 4 Truck at Red Bull Frozen Rush

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**READING, Pa., (January 8, 2015)** – EnerSys®, the manufacturer of ODYSSEY® batteries, is sponsoring driver Brian Deegan at the Red Bull Frozen Rush at Sunday River Ski Resort in Newry, Maine, January 8-9. Deegan is a former pro motocross racer, FMX star and six-time Lucas Oil Off Road Racing Series (LOORRS) Champion.

The temperature on the slopes of Sunday River Ski Resort this week plummeted to minus 19 degrees Fahrenheit – sub-freezing levels that could pose a problem for conventional batteries. However, the ODYSSEY® Extreme Series™ battery installed in Deegan's truck can more than handle the extreme elements.

As his official battery sponsor, EnerSys will equip Deegan's No. 38 LOORRS Pro 4 truck with an ODYSSEY® Extreme Series™ 34-PC1500 battery. Engineered with Thin Plate Pure Lead (TPPL) technology and an Absorbed Glass Mat (AGM) construction, ODYSSEY® batteries provide more cranking power than conventional batteries. The ODYSSEY® battery logo will be prominently displayed on Deegan's racing truck,

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driver suit and the LOORRS team semi-truck and hauler.

“We are pleased to continue our support of Brian Deegan by providing an ODYSSEY® battery for his No. 38 LOORRS Pro 4 truck,” said Dave McMullen, director of commercial marketing at EnerSys. “Now in its second year, the Red Bull Frozen Rush is the most innovative truck race in the United States. It’s an exciting event for both drivers and spectators and we’re proud to put our ODYSSEY® batteries to the test!”

ODYSSEY® batteries feature a three- to 10-year service life and may be stored up to two years without recharging. They are vibration resistant, classified as “non-spillable” by the US Department of Transportation and include a limited two- to four-year full replacement warranty.

For more information about ODYSSEY® batteries, including how to purchase batteries online and where to find a distributor, visit [www.odysseybattery.com](http://www.odysseybattery.com).

#### **ABOUT ENERSYS®**

EnerSys, the global leader in stored energy solutions for industrial applications, manufactures and distributes reserve power and motive power batteries, battery chargers, power equipment, battery accessories and outdoor equipment enclosure solutions to customers worldwide. Motive power batteries and chargers are utilized in electric forklift trucks and other commercial electric powered vehicles. Reserve power batteries are used in the telecommunication and utility industries, uninterruptible power supplies, and numerous applications requiring stored energy solutions including medical, aerospace and defense systems. Outdoor equipment enclosure products are utilized in the telecommunication, cable, utility, transportation industries and by government and defense customers. The company also provides aftermarket and customer support services to its customers from over 100 countries through its sales and manufacturing locations around the world.

#### **ABOUT BRIAN DEEGAN**

Motocross legend, off-road racer, team owner, and businessman, “The General” Brian Deegan is a pioneer in action sports.

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At age 17, outfitted with only a credit card, a dirt bike, and an old truck, Deegan left his hometown of Omaha, Nebraska for Southern California with dreams of becoming the next big name in motocross. Deegan's skills quickly impressed everyone he encountered, and he soon rode his way onto a Supercross Team.

In a pivotal moment in 1997 at the Coliseum in LA, Deegan made history and pioneered what is known today as Freestyle Motocross by "ghost riding" his bike across the finish line — astonishing the crowd, stunning the AMA officials, and setting into motion a new breed of competition.

Today, Deegan is the most decorated Freestyle Motocross rider in the competition's history with 13 X-Games medals to his name, including X Games 17 Gold medal in Rally Cross. He also holds the elite distinction of being the only rider to compete in every X Games competition since the games' inception. In the last year, Deegan has dominated the off-road trucking world, taking both Lucas Oil Pro 2 Unlimited and Pro Lite Unlimited Championships, being named Lucas Oil Rookie of the Year in Pro 2 Unlimited, and taking home the 2011 Lucas Oil Driver of the Year (which he also won in 2010).

Deegan currently competes in Motocross, Freestyle Motocross, Rally Car, and Short Course Trucks as founder and owner of the Metal Mulisha.

Deegan's road to the top has not been without challenge. His career is marked by multiple near-death experiences, several broken bones, a lost kidney, and a severe spleen injury. In the end, it has been Deegan's fearlessness and rebel attitude that has established him as one of the top talents and competitors in the sport.

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**Editor Note:**

[Image: DeeganOdyssey.jpg]

Photo caption:

ODYSSEY® Battery by EnerSys® Sponsors Brian Deegan's No. 38 Pro 4 Truck at Red Bull Frozen Rush, January 8-9, 2015

