



## News Release

### Instagram Contest Winner David Roe Receives ODYSSEY® Battery VIP Experience

For more information contact:

April Lowther  
MARCOM Supervisor  
EnerSys  
800-538-3627 Ext: 1729  
Fax: 610-372-8613  
E-mail: [april.lowther@enersys.com](mailto:april.lowther@enersys.com)

Nicole Materia  
Public Relations  
Harris, Baio & McCullough  
215-440-9800  
Mobile: 732-513-1710  
E-mail: [nicoleg@hbmadv.com](mailto:nicoleg@hbmadv.com)

**READING, Pa. (Nov. 6, 2014)** – EnerSys® has announced David Roe (@theroe) of Everett, Washington as the winner of its ODYSSEY® Battery VIP Experience Giveaway, an Instagram contest. Roe was awarded a prize package containing two VIP passes to the final Red Bull Global Rallycross event of the season in Las Vegas on Nov. 5, 2014, an exclusive meet-and-greet with rallycross drivers Tanner Foust and Brian Deegan, a ride along with Foust and racing apparel and merchandise. Additionally, Roe received access to an ODYSSEY® battery cocktail party on Nov. 4 at the Wynn Las Vegas Resort Casino.

“Sending out a huge thank you to @odysseybattery for the contest and the selection to go to @redbullgrc Las Vegas,” said Roe on Instagram when he was selected as the winner. “It’s a once in a lifetime opportunity that I’m sure we will never forget!”

During the promotion period, contest participants were required to follow @odysseybattery on Instagram, upload an original image to Instagram including a caption that explained why they should receive the VIP experience with hashtag “#odysseyvipentry” as well as repost the original sweepstakes image posted by the ODYSSEY® Battery Instagram account.

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“The ODYSSEY® Battery VIP Experience Instagram contest allows us to leverage our racing sponsorships and social media resources to provide an exciting opportunity for one lucky ODYSSEY® battery follower,” said Dave McMullen, director of commercial marketing for specialty and UPS markets at EnerSys. “We hope that David Roe and his guest enjoyed a first class experience.”

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. For more information about EnerSys and its ODYSSEY® batteries, visit [www.enersys.com](http://www.enersys.com) or [www.odysseybattery.com](http://www.odysseybattery.com).

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Editor Note:

[Image: ODYSSEY VIP Sweepstakes winners.jpg]

Caption: The winner of the ODYSSEY® Battery VIP Experience Giveaway, David Roe and his guest Carla Hesterberg posed for a photo during the ODYSSEY® battery cocktail party on Nov. 4 at the Wynn Las Vegas Resort Casino.