



News Release

ODYSSEY® Battery by EnerSys® Supports Rutledge Wood for 2014 Hot Rod Power Tour

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READING, Pa., (June 3, 2014) – EnerSys®, the manufacturer of ODYSSEY® batteries, has provided Rutledge Wood with a battery to power his 1953 Plymouth Suburban project vehicle, which will join the 2014 Hot Rod Power Tour in Knoxville, Tennessee on Sunday, June 8, 2014. After receiving the 1953 Plymouth Suburban as a gift from Richard Petty, Wood teamed up with Randy Allgood and his staff at Kenwood Rod Shop in Fayetteville, Georgia to have the vehicle rebuilt specifically for the Hot Rod Power Tour. The vehicle includes updates to all major components such as the battery, while maintaining the vehicle's traditional styling.

As the official battery sponsor, EnerSys equipped the hot rod with an ODYSSEY® Extreme Series™ battery, designed with an Absorbed Glass Mat (AGM) construction and Thin Plate Pure Lead (TPPL) technology for more engine-cranking power and deep cycle reserve power than conventional batteries. The combination of power and performance ODYSSEY® batteries provide ensures that classic cars like the 1953 Suburban start reliably after being idle for a long period of time.

The ODYSSEY® battery logo will be prominently displayed on the vehicle.

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“We are pleased to show our continued support of Rutledge Wood by providing him with an ODYSSEY® battery for his 1953 Plymouth Suburban that will be participating in the Hot Rod Power Tour,” said Dave McMullen, director of commercial marketing for specialty and UPS markets at EnerSys. “The opportunity allows us to show automotive enthusiasts just how well ODYSSEY® batteries perform for classic cars and hot rods.”

“With an ODYSSEY® battery under the hood of the ‘53 Plymouth Suburban, I know we will have the power we need as we travel to different cities on the Hot Rod Power Tour,” said Rutledge Wood. “I’m grateful to have ODYSSEY® battery by EnerSys on board as a sponsor.”

Below is the 2014 Hot Rod Power Tour schedule:

Saturday, June 7	Concord, N.C.	zMAX Dragway @ Charlotte Motor Speedway
Sunday, June 8	Knoxville, Tenn.	Chilhowee Park
Monday, June 9	Charleston, W. Va.	Downtown on the River Front
Tuesday, June 10	Norwalk, Ohio	Summit Motorsports Park
Wednesday, June 11	Crown Point, Ind.	Lake County Fairgrounds
Thursday, June 12	Bettendorf, Iowa	Isle Casino Hotel
Friday, June 13	Wisconsin Dells, Wis.	Chula Vista Resort

ODYSSEY® Extreme Series™ batteries feature a three- to 10-year service life and two-year storage life at 77 degrees Fahrenheit (25 degrees Celsius). 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.

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ABOUT ENERSYS®

EnerSys, the world 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 aerospace and defense systems. Outdoor equipment enclosure products are utilized in the telecommunication, cable, utility, transportation industries and government and by 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 or www.odysseybattery.com.

ABOUT RUTLEDGE WOOD

Rutledge Wood is truly car-obsessed and has been since an early age. Born in Birmingham, Ala., he learned from his father the business of buying, restoring and selling new and old vehicles. Rutledge has owned over 55 cars and trucks ranging from a Volkswagen Rabbit pickup truck to Hondas, Chevys, a 1966 VW Double Cab, a 68 Dodge Charger that was Kyle Petty's high school ride, a Buick Roadmaster Wagon, even an obscure 1975 Bricklin SV-1. But none hold as special of a place as the 1953 Plymouth Suburban Wagon given to him by The King himself, Richard Petty. Rutledge is thrilled to be teaming up with ODYSSEY® batteries and Summit Racing Equipment to make his Plymouth Wagon special! Come see it on the 2014 Hot Rod Power Tour!

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Editor Note:

[Image: ODY-RutledgeWood]

Photo caption: ODYSSEY® Battery by EnerSys® Sponsors Rutledge Wood's 1953 Plymouth Suburban for the 2014 Hot Rod Power Tour

