



## News Release

### **EnerSys® Displays Amped Up Custom Vehicles at the SEMA Show in ODYSSEY® Battery Booth No. 24875**

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)

Camille Dager  
Public Relations  
Harris, Baio & McCullough  
215-440-9800  
Fax: 215-440-0717  
E-mail: [camille@hbmadv.com](mailto:camille@hbmadv.com)

**READING, Pa. (November 2, 2015)** – EnerSys® (NYSE:ENS), the global leader in stored energy solutions for industrial applications and manufacturer of ODYSSEY® batteries, is featuring several powerful, custom-built vehicles in its ODYSSEY® battery booth no. 24875 at the 2015 Specialty Equipment Market Association (SEMA) Show. The featured vehicles include:

- 2015 Big Wheel drift trike by airbrush artist Mike Henry, also known as “Horny Mike” of the History Channel’s “Counting Cars” reality television program.
- 2015 900-horsepower Volkswagen Passat, the #34 Rockstar Energy/Nitto Tire Formula Drift car built by Papadakis Racing, Inc. and driven by two-time Formula Drift Champion (2007, 2008) Tanner Foust
- 2013 Jeep® Wrangler JK by Nicholas Ashby, owner of Rockstar Performance Garage, Murrieta, California.

The SEMA Show will take place Nov. 3-6 in the Central Hall of the Las Vegas Convention Center, Las Vegas, Nevada.

“We are pleased that creative builders and racing champions continue to choose ODYSSEY® batteries to power their custom projects,” said Maria Orlando-Krick, marketing content and sponsorship manager at EnerSys. “Recognized for their superior power and performance, ODYSSEY® batteries are ideal for today’s supercharged, accessory-laden competition and show vehicles.”

**-more-**

### **2015 Big Wheel drift trike, “Horny Mike”**

Mike Henry, owner of Horny Helmet Accessories and airbrush artist with Count Kustoms in Las Vegas, Nevada, customized a 2015 Big Wheel drift trike from SFD Industries in true Horny Mike style. The trike features 22 bull horns on the seat; six bull horns and a dragon skull on the fairing; two bull horns and a 3-D-printed skull (with a set of Horny Mike’s signature custom horns) on the front fender; 3-D skulls with horns on the side fenders, a skull-themed gas tank surrounded by six jawbones and an antique axe for a spoiler. The custom airbrushed trike also features a sound system powered by an ODYSSEY® Extreme Series™ battery.

“I chose an ODYSSEY® Extreme Series™ battery because these trikes do not have a charging system,” explained Horny Mike, “and I needed a robust battery that could hold a charge for several hours, while also allowing me to enjoy my tunes!”

### **2015 Volkswagen Passat, Built by Papadakis Racing, Inc. and Driven by Tanner Foust**

After five years away from the Formula Drift stage, Tanner Foust returns to his roots in 2015 driving the #34 Rockstar Energy/Nitto Tire Volkswagen (VW) Passat. Equipped with an ODYSSEY® Extreme Series™ PC925 battery, Foust’s VW Passat led him to the fastest qualifying in Formula Drift at the 2015 finale event in Irwindale, California. The unique VW Passat features a 900-horsepower V8 7.4-liter engine; four-speed dog-engagement gearbox; an 8-into-1 sequential collector exhaust; “swan mount” wing, and custom wheels.

“Today’s drift cars require a lot of power — from the onboard electronics to the fans that cool the rear-mounted radiators,” explained Foust. “I know I can depend upon ODYSSEY® batteries to be tough and reliable during the heat of competition.”

### **2013 Jeep® Wrangler JK, Nicholas Ashby**

Nicholas Ashby customized a 2013 Jeep® Wrangler JK for this year’s SEMA Show — marking the Rockstar Performance Garage’s 30<sup>th</sup> marketing build. Upgrades include a 3.6-liter supercharged engine that delivers 330 rear wheel horsepower on 37-inch tires, plus a new exhaust system, suspension, shocks, stabilizer, gears, axles, wheels, paint scheme and more. The transformed Jeep® Wrangler JK gets its start from an ODYSSEY® Performance Series™ battery by EnerSys that also supports the build’s new taillights, customized high intensity

**-more-**

discharge headlights, an LED bar, power winch and audio system.

“At Rockstar Performance Garage, we’ve done lots of builds and we really push our vehicles to their limits,” said Ashby. “Batteries play a critical role in each of our custom vehicles, and ODYSSEY® batteries are the most reliable we’ve ever used.”

Ashby is slated to compete in the 2015 SEMA Battle of the Builders.

ODYSSEY® Performance Series™ batteries and the higher capacity Extreme Series™ batteries are designed with an Absorbed Glass Mat (AGM) construction and Thin Plate Pure Lead (TPPL) technology for more engine-cranking power and reserve power than conventional batteries.

ODYSSEY® 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 U.S. Department of Transportation and include a limited two- to four-year full replacement warranty.

For more information on EnerSys and its full line of products, systems and support, visit [www.enersys.com](http://www.enersys.com).

Connect with ODYSSEY® battery on [Instagram](#), [Twitter](#) and [Facebook](#). For more details including upcoming events and how to purchase ODYSSEY® batteries, 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

**-more-**

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.

###

**Captions:**



(ODYSSEY\_Horny\_Mike\_IMG\_0331.jpg) EnerSys®, the global leader in stored energy solutions for industrial applications and manufacturer of ODYSSEY® batteries, is featuring a customized 2015 Big Wheel drift trike by air brush artist “Horny Mike” of the History Channel’s “Counting Cars” reality television program in its ODYSSEY® battery booth no. 24875 at the 2015 Specialty Equipment Market Association (SEMA) Show, Nov. 3-6, in the Central Hall of the Las Vegas Convention Center, Las Vegas, Nevada.



(ODYSSEY\_Foust\_LARY3752.jpg) EnerSys®, the global leader in stored energy solutions for industrial applications and manufacturer of ODYSSEY® batteries, is featuring the #34 Rockstar Energy/Nitto Tire Volkswagen (VW) Passat — built by Papadakis Racing, Inc. and driven by two-time Formula Drift Champion Tanner Foust — in its ODYSSEY® battery booth no. 24875 at the 2015 Specialty Equipment Market Association (SEMA) Show, Nov. 3-6, in the Central Hall of the Las Vegas Convention Center, Las Vegas, Nevada.



(ODYSSEY\_Ashby\_Jeep-v2.jpg) EnerSys®, the global leader in stored energy solutions for industrial applications and manufacturer of ODYSSEY® batteries, is featuring Nicholas Ashby's custom Jeep® Wrangler JK in its ODYSSEY® battery booth no. 24875 at the 2015 Specialty Equipment Market Association (SEMA) Show, Nov. 3-6, in the Central Hall of the Las Vegas Convention Center, Las Vegas, Nevada.