

CURRENT



Volume 13, No. 1

Look for us on the internet at www.interstatebatteries.com

February 1997

CBS TO TELEVISE INAUGURAL RACE! 9 Million to Watch Interstate Batteries 500

Racing history is about to unfold, and drivers and fans are in for some Texas-sized excitement at the *INTERSTATE BATTERIES 500!*

This inaugural Winston Cup event at the new Texas Motor Speedway in Fort Worth, Texas, on April 6, 1997, promises to gain the attention of the more than 200,000 fans who attend the state-of-the-art facility, as well as the nine million viewers who tune into CBS to watch the *INTERSTATE BATTERIES 500*. And with two of our new commercials running during the race to leverage this title sponsorship, fans should be easily persuaded to remember Interstate the next time and every time they need a battery!

When it comes to the new track itself, the Texas Motor Speedway is a 1.5-mile quad oval with dual-



banked turns featuring 24-degree high banking and eight-degree lower banking to allow for spectacular Stock car, Legend, Indy – or any form of racing.



The Texas Motor Speedway is the second largest sports facility in America, featuring 190 luxury suites and a total of 150,061 seats, plus an 85-acre infield. This spectacular location is also one of four superspeedways in the world capable of offering night racing. Just a Sunday drive from Interstate headquarters in Dallas, this new track is a great place for the *INTERSTATE BATTERIES 500!*

“We’re proud to help NASCAR take Texas racing to a whole new level,” said Interstate’s Chairman Norm Miller. “And sponsoring the *INTERSTATE BATTERIES 500* is a great way to thank customers for their loyalty over the years.” ■

INSIDE THIS ISSUE



Meet Director of R & D, Chris Crisman. p. 2



A chance to win race tickets and \$25,000! p. 3

Team Focused for Top-Five Season

1997 holds a lot of promise for the Interstate Batteries / Joe Gibbs Racing Winston Cup team. Following a thrilling victory in Atlanta at last year’s season finale, the team hopes to head back down its trail of success to end this year with their best record yet – we hope a top five in points.

The majority of the ’96 season was rough for the entire #18 team, as they concentrated on working out the inevitable kinks that come with launching an in-house engine program. But toward the end of ’96, we saw Bobby Labonte steer the Monte Carlo to four poles in the last seven races and a final victory on Nov. 10, 1996, ending the rocky year on a beautifully high note.

The race finale was almost too good to be true for Bobby, when he and brother Terry Labonte, who won the championship, made their victory lap together. Bobby was thrilled to end the season with a win, especially alongside his big brother.

“Man, it is great to go out a winner at last,” he said. “This is the coolest thing I’ve ever done in my life.”



The new Interstate Batteries Pontiac Grand Prix.

Please see **Team Focused** on page 3

INTERSTATE BATTERY SYSTEM OF AMERICA, INC.
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From NASA to NASCAR

Like a lot of people in the NASCAR field, E.M. "Chris" Crisman says his job on the Interstate Batteries / Joe Gibbs Racing (JGR) team is like getting paid for doing his favorite hobby. His new role as Director of R & D for the team is a welcome change after 33 years in the aerospace industry, where he primarily handled missile development work. After many years of classified jobs that required him to have security clearances, in December Chris joined JGR, where instead of developing rockets, now he uses his physics expertise to help the team speed to the next level.

Describe your responsibilities on the team.

My job is to take a long, hard look at the entire team – from chassis to drive train to engine components – and determine what we need to work on for the future. Actually, from the R & D standpoint, my job is more for next year than this year.... If I do my job properly now, we'll be making advances in 1998. Also, part of my responsibility is establishing an inspection routine for all incoming parts. So we're setting up some very sophisticated measuring equipment to do quality control on those parts. And this is primarily to get us in a position to finish every race. You can't run for the championship if you don't finish every race.

What'd you do before JGR?

Well, I worked with both Lockheed and Martin, before they merged. At Lockheed I worked on the Stealth fighter, the F1-17, and then at Martin, the programs I worked on there I can't discuss at all. I was with Bell Telephone Laboratories Western Electric prior to that, where I worked on the safeguard antimissile system. It was before then that I was with NASA. Actually, the term "rocket scientist" – that would fit my job description at NASA more than anything else. I did the physics associated with flight tests for the Apollo program. Also, I was a lead scientist at Martin-Marietta, but again that was in a classified program area, so I can't say anything about that. What I can say is that I was the manager of nondestructive evaluation for Martin – the people who do all the X-ray, ultra-sound, inspection of parts.

What was working on classified programs like?

When you work classified programs, you wear two hats. You wear one in what is called the white



Chris Crisman machines the intake manifold, just one way he can keep the #18 car heading toward even more success in the

world, and you wear another hat in the classified world, and a lot of my work experience I can't talk about because it's classified. Now I'm out of that world, and I've let all my security clearances go. It's kind of refreshing!

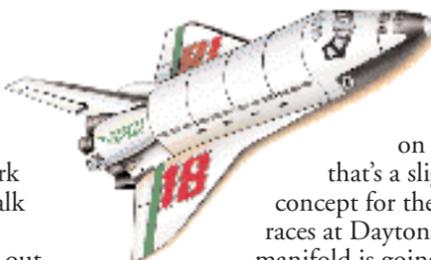
How did you and Joe Gibbs Racing get in contact?

At Martin-Marietta, I was involved in infrared low observable work – that was one of my specialties there – which is the science of being able to hide from infrared cameras. At this time General Motors asked that I help Hendricks Motorsports find out some things about underhood temperature. I got permission from Martin to go show them some equipment, which I did. It was then that GM asked me to do some consulting on an on-and-off basis for about two years. And then about three years ago I came up here to Charlotte, N.C., to work for GM full-time and do the failure analysis for the GM Winston Cup teams.

The #18 car had some failures last year, and I worked those failures, helped them analyze what went wrong and why. I got to know the people here, and I couldn't pass up the opportunity. I've got to tell you, by the way, this is the best bunch of people I've ever dealt with.

So what's your average day at the shop like?

Well, we start at 8 a.m. and finish about 6 p.m. normally. For



instance, for the last two days I've been working on an intake manifold that's a slightly different concept for the restrictor plate races at Daytona. And today that manifold is going to be Dyno tested to see whether it would help or hurt. And depending on which of those it does would determine what I do next to it this afternoon and tomorrow morning.

Schedule-wise, the hours are long now, and they'll ease up a little when the season starts. I've always worked long hours, though, so this is really no different to me. It's like working at Cape Canaveral, because when you get ready to launch a missile you work 12 hours a day, seven days a week for two or three months. And then you'll get a couple of months of normal 8-hour shifts, and you feel like you're on vacation!

You mentioned you've been ordering a lot of sophisticated computer equipment. What kind of additions are you making?

We're ordering a coordinate measuring machine, a device that's able to measure a part that you put in front of it, and it measures it extremely accurately. Another thing we're doing is we're going to make a state-of-the-art flow bench that will allow us to do manifold and head development work we can't do right now with commercial equipment. And we're also getting a Spintron device, along with the supporting hardware that goes with it, in order to do better research

and development.

Exactly what is the Spintron?

Spintron was developed by Trend Industries, and in effect it's an engine without pistons and a crankshaft. The intake and exhaust valves are turned over just like the engine was running. And this unit can be programmed to accelerate and decelerate the engine just like it was in the car at Daytona or Michigan, etc. Normally when we're testing the valve train we choose Michigan, the toughest track on the schedule for valves.

The Spintron has a large 50 h.p. motor that turns the dummy engine so we can observe it with a laser and plot out the actual profile the valve is going through. And at the same time we can do durability tests on all of the components like rocker arms, pushrods, lifters, camshaft and valve springs. It gives us a tool to accumulate hundreds of thousands of cycles and determine the life of the various components.

How do NASCAR's rules affect your job?

Well, there are a lot of things we would do with the car – chassis-, body- and engine-wise, that would help us get more performance but are forbidden by the rules. The NASCAR rules are very well defined in some ways, and very vague in others. The gray area is where you have to be as creative as you can. You interpret the rules, do what you think is well within the balance of that interpretation, and if they tell you *no*, then don't bring it back again.

As a kid, did you ever think you'd be in racing someday?

Oh, yeah. I wanted to be a driver. I was raised in a machine shop in Cocoa, Fla., and my father was involved in racing before NASCAR was around. When I was in high school I got involved in drag racing. And in the early 60s I won the Winternationals and the Florida State Championships two years in a row. Then in 1963 it was time to get married or be a full-time racer, and those two just weren't compatible because you could starve to death in racing back then. So I decided to finish my education and get married. And more than 30 years later, I'm here now! ■

WIN RACE TICKETS

to Interstate Batteries 500 *and* \$25,000!

To become one of four winning Dealers, simply complete the form included here, committing your volume of selling at least 50 Interstate batteries in 1997. You'll be entered into a drawing to win two tickets, plus travel and accommodations, for the *Interstate Batteries 500* race weekend!

The four winning Dealers will be drawn on March 15, 1997. Once you've been chosen as a winner, you'll arrive in Dallas/Fort Worth as Interstate's guest on Friday, April 4. Then, you'll prepare to win a TEXAS-SIZED CASH PRIZE, too!

As you watch the *Interstate Batteries 500*, you can feel like you're right there with Bobby Labonte as he vies for the checkered flag, because if Bobby wins on April 6, you and the other three Dealers will each win \$25,000 from Interstate Batteries! So, complete the form and join us for this opportunity of a lifetime to win a trip to the *Interstate Batteries 500* and possibly \$25,000 in cash!

Detailed contest rules available by request.

I am an authorized Interstate Batteries Dealer (the business owner or manager) and I commit to sell 50 Interstate products January through December 1997. I understand that if I complete and send in this commitment by March 15, I'm eligible to win two tickets, travel and accommodations to the Interstate Batteries 500 race on April 6, 1997. If I win the drawing, I will also be eligible to win \$25,000 in cash if Bobby Labonte wins the race!

Name: _____

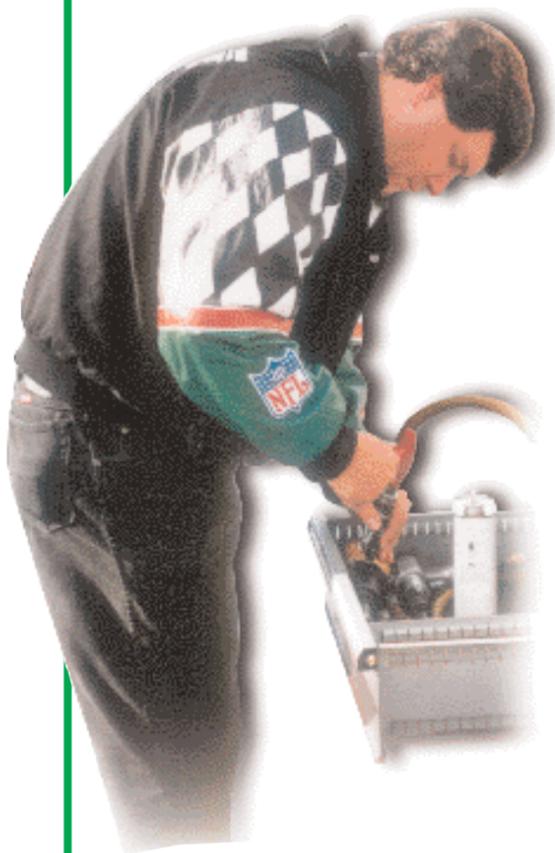
Address: _____

City: _____ State: _____ Zip: _____

Phone: (____) _____

Route Sales Manager: _____

Send to: Interstate Batteries 500 Winners
12770 Merit Dr., Ste. 400
Dallas, TX 75251



Purchasing Manager (and race-day Spotter) Gary Plattenberger ensures the car has everything needed for top performance.

continued from p. 1

Since that season highlight, everybody on the team's been working harder than ever to prepare for 1997. In the racing world the off-season does not mean a three-month-long vacation – in fact, it's anything but!

"It's really ironic that we call the time between seasons the off-season," said J.D. Gibbs, V.P. of Marketing at Joe Gibbs Racing. "Actually, we're working longer hours and with more intensity now than any other time of year."

Because the season kicks off with the Daytona 500, NASCAR's version of the Super Bowl, the team has to make all the preparations they can during those three "off" months, both for that first race and the entire year.

"Last November, we hit the engine program hard, preparing our restrictor plate engines," J.D. said. "We also worked a lot on changing the bodies over (to Pontiac). That's the main thing that takes up people's time. The chassis gets sandblasted and repainted and after Christmas we spend long hours getting the bodies back on the cars. We've also got a new trailer, so we've been getting that ready to go."

Now the team is entering their second season with an in-house engine program established when the team added Engine Builder John Wilson. And in December 1996, Joe Gibbs Racing welcomed engineer Chris Crisman as Director of Research and Development, who'll help analyze strengths and weaknesses in order to take the team to the next level. *(Please see Pit Crew Interview on page 2.)* Another newcomer to the team is Joe Fornik, who'll be helping Chris in the R & D area.



Tire Specialist (and team accountant) Vince Cline varies tire pressure according to track and weather

After an intense testing schedule in January, J.D. reports the engine program is going very well. "We're looking forward to the season starting so we can see the results of so many weeks in practice," he said. "We've got one year under our belt now after going in-house, and during the off-season we've been doing everything we can to make sure we're able to compete at the top of the class."

Along with the rest of the team, Bobby Labonte's ready to get back on the track this month. He said he's anxious to work on achieving the goals the team has set for themselves.

"Our main goal is to be a contender to win every week, which means running in the top five consistently," Bobby said. "At the end of the season, we want to know we've done our best, and this year we're aiming somewhere in the top five in points. I can't wait to see what happens!"

To give the #18 a grand entrance at Daytona, the new Grand



Tire Changer Doug Shaak (and machinist at the shop) listens in for last-minute pit stop plans.

Prix will debut a redesigned paint scheme featuring the same eye-catching, rich green color – but more of it – and a "racier" design. The design emulates a lightning bolt, the symbol used in Interstate's corporate logo, emphasizing the power of Interstate Batteries, and, the "power of the green."

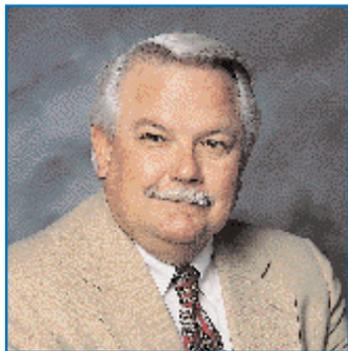
All in all, there's a lot to look forward to this season with the Interstate Batteries / Joe Gibbs Racing team. "We're all geared up for Daytona and the whole season, really," Bobby said. "We think this year's gonna be our best yet, and we're looking forward to the ride." ■

TECHTALK

WITH INTERSTATE® BATTERIES PROCLINIC® INSTRUCTOR GALE KIMBROUGH

Marine/RV-Deep Cycle Batteries: Know the Facts

GALE KIMBROUGH



2. Should I deeply discharge a deep cycle battery the first few times it's used?

NO!! None of the marine/RV-deep cycle batteries, liquid electrolyte or gel, have to be deep cycled the first few times of use. Actually, for best long-term results, it's best to shallow discharge (cycle) a deep cycle battery the first few uses. A deep cycle battery doesn't need to be deeply discharged at any time in its service life to enhance its performance or service life.



Interstate Batteries has a full line of marine/RV cranking and deep cycle batteries to fit every need.

When I'm on the road conducting training, I'm often asked about proper care and usage or myths of marine/RV-deep cycle batteries. Yes, I know it's still winter outside, but let's think spring for a few minutes. (Just lean back in your chair and close your eyes and imagine warm weather.)

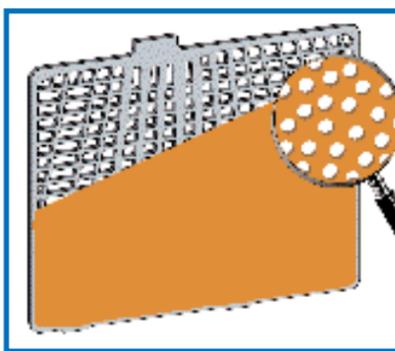
From my experience, here are some of the questions your marine/RV battery customers might ask.

1. What are the primary differences between vehicle starting and deep cycle batteries?

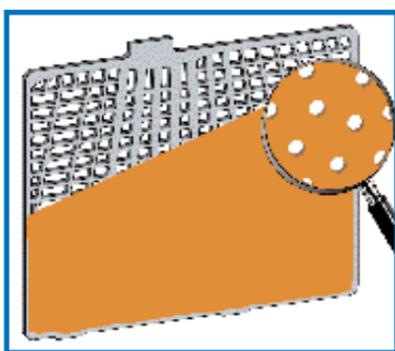
The primary differences are the:

- density of the active chemical material;
- thickness of the grid; and
- type and percentage of grid alloying agent.

A vehicle's starting battery is typically designed for one purpose: starting the engine. A marine/RV-deep cycle battery has the capability of producing repetitive deep discharges hundreds of times (compared to a starting battery only 20-50 times).



Starting - less dense paste with more pores.



Deep cycle - more dense paste with fewer pores.

3. Do deep cycle batteries gain a memory?

NO!! A lead acid battery does not retain any memory. This is true of both the gel and liquid-electrolyte type batteries. You can discharge it to various depths of discharge at any time during its life. (Normally, the only type of battery that retains memory is a NiCad.)

4. Can I use a deep cycle battery as my starting battery?

Yes – if the battery meets the CCA specifications for your vehicle's engine starting requirements. However, a marine/RV-deep cycle battery typically will not offer the total number of starts you'll get from a starting battery. If your customer has the space available, the best alternative may be a multiple-battery or an isolated-battery system, where you add a marine/RV-deep cycle battery to power accessories and leave the starting battery to do the job it does best; start the engine. If your customer doesn't have the space or inclination to add an isolated battery, think about other battery options.

Option one: A higher reserve capacity vehicle starting battery.

Option two: A heavy duty commercial starting battery with an equal or better reserve capacity rating.

Option three: A marine/RV battery that meets or exceeds the starting engine requirements with an equivalent reserve capacity rating than the original vehicle starting battery.

A guideline is, if you are going to discharge (cycle) your battery twice per month to 70% state of charge (30% depth of discharge), choose a heavy-duty commercial starting

battery with an equal or better reserve capacity – to meet or exceed the starting requirement. If the customer's original starting battery is being repetitively discharged below 70% state of charge, choose a marine/RV-deep cycle battery. Remember, installing a larger alternator may be needed to maintain multiple batteries or an isolated battery system may be the best option.

5. How many cycles should I be able to get from a deep cycle battery?

There are numerous variables that determine the actual "cycle life" you may get from a marine/RV-deep cycle battery including:

- maintenance and care;
- battery discharge levels;
- battery operating temperature;
- recharging; and
- proper battery size and capacity;

One customer may get 150 cycles or less while another gets over 500.

If batteries are properly maintained and recharged to 100% state of charge, the customer should get approximately 200-plus cycles with normal use. However, the depth of battery discharge per cycle has a tremendous effect on the total number of cycles. For example, (with all other variables equal,) when we compare a marine/RV-deep cycle battery that is consistently discharged to 100% versus 50%, the battery discharged to 50% could more than double the total number of cycles.

Now that we've worked out a few things about marine/RV-deep cycle batteries, better get back to work. Stop imagining that beautifully warm weather... because you've probably got an automotive battery or two to sell! ■



Training for Today's Professional Technicians and Mechanics

Look for these three-hour Automotive and Commercial ProClinics to come to your area soon! For more information, please call your local INTERSTATE BATTERIES Distributor. There will be no registration at the door.

Clinic Date	Clinic Location
Feb. 24-27, 1997	Atlanta, Georgia
March 25, 1997	Hobbs, New Mexico
March 31-April 3, 1997	Fairfax, Virginia
April 7-8, 1997	Parsippany, New Jersey
April 14, 1997	Windsor, Ontario, Canada
April 15, 1997	London, Ontario, Canada
April 16, 1997	Hamilton, Ontario, Canada
April 17, 1997	Kichner, Ontario, Canada
April 21-23, 1997	Las Vegas, Nevada
April 23, 1997	Green Bay, Wisconsin
April 24, 1997	Milwaukee, Wisconsin
May 12-13, 1997	Nashville, Tennessee

Dear Interstate...

If you have an interesting Interstate battery story or any comments, we'd like to hear from you. Please write to:
CURRENT • Interstate® Batteries • 12770 Merit Drive, Suite 400 • Dallas, Texas 75251

BEFORE INTERSTATE BATTERIES



AFTER INTERSTATE BATTERIES



Dear INTERSTATE®:

I'm in the auto repair business, which for the most part is very gratifying and rewarding. But until a few years ago one aspect of our business tested my resolve: batteries!

I used to make little or no profit on a warrantee battery (sometimes we even lost money), and depending on the labor warranty policy I made little or no profit on labor too. I was constantly adjusting failed batteries, soothing customers and losing time and money to boot ... until I switched to the Interstate Batteries program! Now, my stock is rotated on a regular basis, to ensure that I have fresh batteries on the shelf. Plus, they are simply better quality than the other brand I've sold, which means almost no more warranty headaches.

Thanks, Interstate, for making my life a lot easier. I only wish I had chosen to sell Interstate batteries years ago.

With sincere appreciation,

Jon Woods
Jon Woods Automotive
San Diego, CA

Dear INTERSTATE:

I recently drove my 1989 Toyota Camry up in the California mountains to go on a hiking trip. Early in the morning it was so foggy I had my high beam lights on; I got there about 8 a.m. and left for my hike. When I returned at 4 p.m. and found my lights still on, I was worried that I'd be stranded in the mountains all night. But, when I turned the key, "Voila!" – the car started!

I've been selling Interstate batteries since 1978 and still think yours are the best. Keep up the good work.

Louis Ramirez
Los Angeles, CA

Dear INTERSTATE:

Two years ago I purchased a deep cycle battery for my sailboat, a 16-foot Hobie with an electric trolling motor. One day I tipped over in my boat, sending my battery four feet to the bottom. After being submerged over an hour, I picked it up off the bottom, clamped on the wires and drove it home. To this day, the battery has never failed or gone down on charge.

Good job, Interstate!

Bill Johnson
Riviera Beach, FL

Dear INTERSTATE:

The battery in the enclosed photo was picked up at an Interstate Dealer (Bodnar Auto) in Dumas, Texas, by our route manager, Troy Settles. It was installed in a State Highway Patrolman's car that was involved in a high-speed chase. The patrolman lost control of his car and ran through a fence. Upon impact, the car stalled. Not realizing the battery had been damaged (and boy, was it damaged!), he started the car and returned to the police department, where the car sat for two weeks.

After those two weeks, the car was started and driven to the Dealership to be repaired. It wasn't until the hood was opened there that a severely punctured battery was discovered! What a testimony for the Mega-Tron®!

Sue Wooldridge
Interstate Battery
System of
Northwest Texas
Amarillo, TX



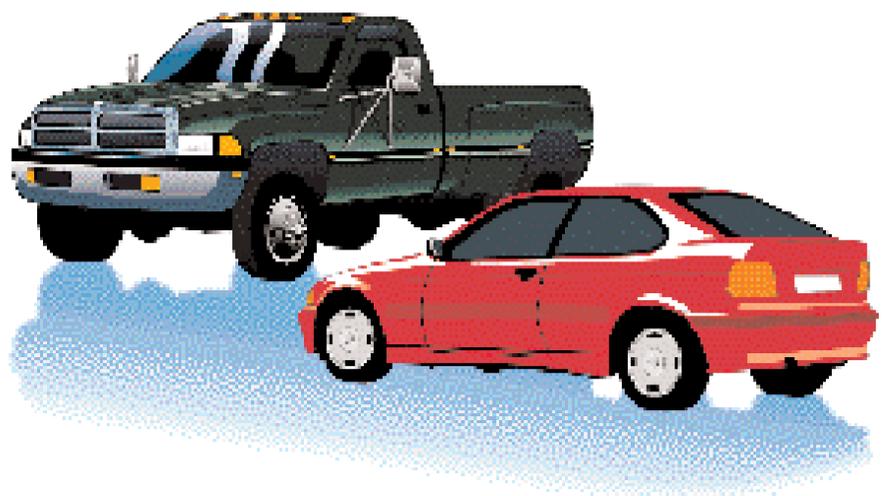
More than a foot-long,
several-inch diameter
fence post didn't slow
down this Interstate
Mega-Tron!
(Actual photo.)

Dear INTERSTATE:

I am writing your company to comment on your Mega-Tron Plus® battery for cars and trucks. I have used several brands of batteries over the years, and by far, your products are the best. They have more power to crank even the largest engines I can find.

Not only do I use them in my street vehicles, I also use Interstate batteries when I compete each year in auto demolition derbies. Year after year, your batteries perform so well, it is simply amazing! Regardless of how large the engines are or how overheated they become, your batteries provide enough power to re-start them!

With thanks from a satisfied customer,



We've Got You Covered for 97!



BACK

This custom racing jacket, made of lightweight nylon taslan with jersey knit and mesh lining, looks great any time, anywhere! It features fully embroidered Interstate Batteries logos and is finished with zip front/snap front closure, rib knit cuffs and waistband, plus side-entry pockets.

Please print

Ship to: Name _____ Phone (____) _____
Address _____

Call 1-800-848-8084 to ask about quantity discounts.

ITEM	QTY	PRICE EACH	SUBTOTAL (Qty. x \$_____)
6015-62		\$62.95	

Check or money order made payable to Swingster
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Up to \$100	\$7.50
\$100.01-\$200.00	\$12.00
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\$300.01-\$400.00	\$20.00
\$400.01-\$500.00	\$25.00

(For orders over \$500, add 5% of order total for shipping total.)

Note: Shipments outside the U.S. will incur added taxes, customs and broker fees. PLEASE SPECIFY YOUR BROKER'S NAME AND PHONE NUMBER.

Please allow 6-8 weeks for delivery.

To Order:

Call

1-800-848-8084

OR

Fill out the form and mail along with payment to:

**Swingster
P. O. Box 16312
Kansas City, MO 64112
Attn: Interstate Batteries Desk**

Credit card orders may also be faxed to:

(800) 416-8153

Snorkel "Lifts" Battery Sales to All-time High

It was about 10 years ago when Snorkel, a new Dealer of Interstate Distributor Ron Jackson in Gower, Mo., reached for new heights and sold almost 400 Interstate batteries their first year. Today, battery sales at the scissor lift and boom lift business are even higher, and after experiencing tremendous growth in the past decade, Snorkel now sells more than 10,000 of Interstate's specialty batteries each year!

Based in Saint Joseph, Mo., Snorkel sells equipment to customers like Boeing, TWA and large construction companies, and has a network of rental dealers worldwide, including Hertz, U.S. Rental and Prime Equipment Rental. With operations in 83 countries today, Snorkel has had great success, and Interstate Batteries is proud to deliver the quality products and strong service that equal Snorkel's high standard in the lift

Snorkel scissor lifts are used to raise up to 1,750 pounds to heights of 40 feet while boom lifts hold an average of 500 pounds and can reach up to 126 feet. Snorkel lifts are known for their excellent quality - the reason their sales have more than tripled over the past 10 years.



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Look for us on the Internet at www.interstatebatteries.com

"Love is patient, love is kind, and is not jealous; love does not brag and is not arrogant, does not act unbecomingly; it does not seek its own, is not provoked, does not take into account a wrong suffered, does not rejoice in unrighteousness, but rejoices with the truth; bears all things, believes all things, hopes all things, endures all things. Love never fails."

1 Corinthians 13:4-8

For information about how you can find salvation through Jesus' unconditional love, please contact Jim Coté at INTERSTATE® BATTERIES, 12770 Merit Dr., Ste. 400, Dallas, TX 75251-1292, or call (972) 991-1444.