

CURRENT

OFFICIAL  SPONSOR



Volume 16, No. 1

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

March 2000

READY TO RACE



What a way to get the season in high gear! Bobby Labonte and Joe Gibbs Racing had a fantastic win at Rockingham February 27, 2000.

After finishing second in total points last season, and starting out with a top-ten at Daytona and Bobby getting a 'piece of the Rock,' we are ready for racing 2000! The engine program is strong, and the team has learned a lot about short tracks, road courses and especially flat tracks the past two years.

Proof of that experience showed in last year's 5 wins, 5 poles, 23 top-fives and 26 top-ten finishes, plus a championship title for the Interstate Batteries pit crew (story on page 3). All of these successes have boosted Bobby and the team's racing career and status among the media and the growing number of motorsports fans.

They've increased Interstate's brand awareness too! The media brought in more than \$38 million worth of publicity in the 1999 race season. Now

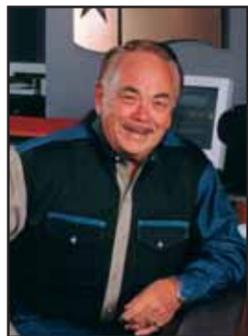
into 2000, the media has continued to focus attention on Joe Gibbs Racing, recognizing that the #18 car is a serious contender for the championship title.

Whether you are cheering for Bobby Labonte or not, battery sales are making a big finish thanks to Interstate Batteries' Winston Cup team sponsorship. The poster inside features the race schedule for 2000, and we hope you'll be watching for lots of excitement to come! ■

Winning Fans Through Radio

Legendary radio personalities Bill Mack and Ned Jarrett will take the Interstate name on the air with them again in 2000, promoting Interstate Batteries to millions of truckers and race fans.

Host of the Midnight Cowboy Trucking Network, Bill Mack has been honored as a Grammy winner (in 1999 for writing "Blue," the song recorded by LeAnn Rimes), Country Music D.J. of the Year and Mr. Disc Jockey USA. And in 1982, he was placed in the Country Music Hall of Fame in Nashville.



Bill Mack

The Midnight Cowboy airs nightly in all of the U.S. and most of Canada from midnight to 5 am CST, the best time to reach fleet owners and truckers on the highway. The show, which features country music and includes maintenance tips, safety messages, national weather and road conditions, reaches 1.5 million listeners per month.

For the ninth year, Bill Mack will endorse Interstate Batteries to the truckers and Interstate will sponsor the show's nightly Maintenance Tips and weekend NASCAR reports. And from Feb. 28 to April 7, we will have a special nightly segment to promote the new commercial 31-ECL battery (stories on page 7).

One of the most recognized names in racing, Ned Jarrett is an auto racing announcer for CBS and ESPN, the co-host of the weekly one-hour TV show "Inside NASCAR" on TNN and the owner/producer of the "World of Racing" radio program aired daily on MRN Radio. The winner of 50 Winston Cup races, Jarrett was the Winston Cup



Ned Jarrett

Champion in 1961 and 1965 and was chosen by NASCAR in 1998 as "one of NASCAR's 50 All-Time Greatest Drivers." (His racing genes were obviously passed down to son Dale... and his broadcasting abilities to son Glenn).

Continuing our relationship with Jarrett since 1992, Interstate will be the title sponsor of "World of Racing" on Thursday mornings this year. Interstate will be recognized at the open and close and will receive a 30-second commercial within each radio show, which airs on 260 stations, both AM and FM, and reaches 1.9 million listeners per show.

Aligning the Interstate name with two winners like Bill Mack and Ned Jarrett is sure to boost our consumer confidence. ■

INTERSTATE BATTERY
SYSTEM OF AMERICA, INC.
12770 Merit Dr., Suite 1000
Dallas Texas 75251-1292

Bulk Rate U.S.
Postage Paid
Permit No. 3492
Dallas, Texas

How Far Will You Go to Sell Batteries?

If someone told you to jump off a cliff, would you? Tom Allen did, and it's helping him sell more Interstate batteries. The 52-year-old IBS of Seattle Distributor, who enjoys paragliding, decided to dress up his glider's wing with the Interstate logo. Now, when he launches himself off the side of a mountain, he promotes Interstate Batteries as he descends.

"It's definitely high-flying advertising," he said. Interstate has picked up new battery customers as



Strapped in for the ride, Tom Allen of IBS of Seattle displays the Interstate logo on his paraglider over the Columbia River at Chelam Butte, Wash.

a result of their seeing the green and red paraglider. The first day he had it out at Tiger Mountain near Seattle, the manager of a fleet container company asked Tom to send a Route Sales Manager down to see him.

By steering into thermals, or hot air pockets, Tom tries to extend the length of his ride and the time that the Interstate name is displayed from the sky. His best ride yet lasted more than two hours.

Tom's not the only one who will do the unusual to sell more Interstate batteries. Some of the most creative "ad campaigns" have come through our battery dealers and our Bobby Labonte fans.

Last year, Moyer's Chevron in Ashland, Ky., set up a battery-through-the-window trick at their gas station. They cut a dummy green-top battery in half, glued a battery-half to each side of their shop window, then painted the glass with cracks and these words: "Break Thru in Batteries." Talk about a head-turner!

"People who are driving by will stop in just to see it," said Sean Duncan, who works at Moyer's. "At first, they really believe our window was shattered by a battery."



Innovative Dealer Moyer's Chevron created their own point-of-sale item.

Ten years ago, Interstate Dealer Oscar's Auto in Mansfield, Ohio, started grabbing the attention of passersby with an upside down car in their front lawn. On the car was this sign: "If your car won't turn over, call Oscar's. Interstate Batteries. Built to Last." And around that same time, Dealer Von Bayley's Auto in Huntington Beach, Calif., used the owner's 10-man beach buggy to proclaim the Interstate name. Dave Von Bayley loaded up his beach buggy with a group of senior citizens and cruised Beach Blvd. On the side of this unusual cruiser was this sign: "Interstate Batteries Carry the Load."

And the green and red paint scheme of the #18 Interstate Pontiac has been showing up in some unusual places. Consider the cement truck owned by Van Horn Brothers Concrete in Auburn Hills, Mich. Its Interstate green paint scheme earned it the 1998 Concrete Truck of the Year award in Las Vegas.



The

Then there was the green and red #18 family bus. Before a race at Michigan International Speedway, the Sterling family saw Bobby Labonte at a gas station and invited him on their bus, which was yellow at that time. After he spent some time with them and signed an autograph, the Sterlings were so impressed that they decided to transform their bus! Now they display that famous Interstate green and red as they cruise down the highway.



The Sterling family bus.

A creative idea recently came to Phil Lublin, IBS of Waterloo Distributor, and he simply would not lay it to rest. He hired a tombstone engraver to etch the Interstate logo into a boulder. Sounds like Phil plans to be selling batteries for a long, long time. The 2,000-pound stone was transported from the quarry to the tombstone engraver's shop in a front end loader and then from there to Phil's distributorship in a graveyard truck. The classy stone sign now rests on a plot in the front

A rock quarry and a tombstone engraver helped IBS of Waterloo come up with this classy, 2,000-pound sign.



lawn of the warehouse.

We've mentioned a few of the unique and innovative ways that some are making a name for Interstate Batteries. Maybe you have seen a creative effort to advertise Interstate Batteries or maybe you have an idea of your own to put into action. If so,

Interstate Creative Ad Contest

We're inviting Interstate Dealers and race fans to send us photos of the most creative Interstate "ad" out there. Any unusual display of the Interstate name (that maintains the integrity of our logo) qualifies. The entries will be judged on the quality and creativity of the "ad."

We will have two winners—one for each of the next two *Current* issues. Each winning idea will be featured in a *Current* and will receive one of these prizes:

- **June 2000 issue – An Interstate leather racing jacket!**



- **Nov. 2000 issue – An autographed Bobby Labonte replica racing helmet!**



Entries must be received for the June issue by May 15 and for the Nov. issue by Oct. 1. Send your photo entry with your address and phone number to:

Interstate Batteries
c/o Creative Ad Contest
12770 Merit Drive, Suite 1000
Dallas, TX 75251

From the Pits to World Champions



The Interstate pit crew can change four tires, fill up the gas tank with fourteen gallons, adjust the suspension and wash the windshield in less than 15 seconds. How's that for service? Consider that the next time you're changing a tire, performing a tune-up or driving by a lube shop with "jiffy" or "quick" in its name. Words like "jiffy" don't adequately express the type of teeth-grinding, adrenaline-pumping speed the Interstate crew has been putting forth.

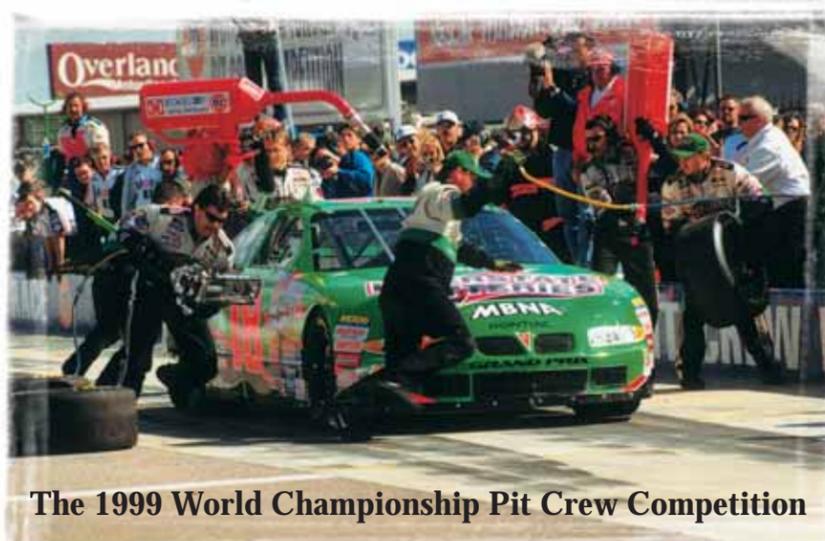
Making history on Oct. 23, 1999, Bobby Labonte and the Interstate race team won the 33rd annual Union 76 Rockingham World Championship Pit Crew Competition with a time of 19.166 seconds, a new world record for this four-tire, full-gas-tank stop. Pit stop times in this competition are not measured the same way as the stops in true racing situations. At the competition, the clock starts when the car is two pit stalls away and doesn't stop until the car is one pit stall away, adding about 3.5 seconds to the times at the race track.

"We wanted to draw an early number," explained Jeff Chandler, front tire changer and pit stop coordinator. "We wanted to be one of the top five guys to go out because we felt like, based on the times at the shop, we were going to have a good time, but we wanted to lay that time down and let everyone else get worried about it and make mistakes trying to catch it."

But that's not the way it worked out. Among the 40 teams, Interstate drew the 36th position. Still, part of their wish came true when another crew posted an intimidating time early in the competition. From the sixth position, the Nemechek team nailed a

19.331-second stop, a time that would have won any of the past 32 competitions.

"What Nemechek's guys did is they forced all these other good crews to make mistakes," said Chandler, "and they did." All the good crews, that is, except for Interstate's.



The 1999 World Championship Pit Crew Competition

The Interstate pit crew: Jason Lee, jackman; Jeff Chandler, front tire changer/pit stop coordinator; Todd Meredith, front tire carrier; Barry Cook, rear tire changer; Scott Hewitt, rear tire carrier; Peter Jellen, gasman; and Derek Jones, catch can man.

"It was a mind game for us from that point on," said Chandler. "We never got upset. We never got worried. Nobody got butterflies. We just went and did our thing." And their thing, in this case, was stealing the championship from the Nemechek team with a record-breaking time—about a tenth of a second faster than Nemechek's impressive time.

"It was a total team effort," said Chandler. "Everybody did exactly what they needed to do. Everybody

was in the exact place they needed to be. And nobody made a mistake."

"If you slip or a lug nut doesn't go on just right, that can blow the whole stop," added Crew Chief Jimmy Makar, who before knee problems was himself a jackman, a tire changer and a gasman. But team Interstate didn't slip up. And they didn't reserve their impressive speed for

this competition alone. They consistently placed Bobby in good positions to win races in the '99 season.

"We've gained our driver a lot of spots," said Chandler, "and when we give him spots on the race track, he ain't going to give them up. He works to keep what we give him."

And so it was at the '99 season finale in Atlanta, where our world champion pit crew produced a 14.80 second final pit stop, beating

everybody else out of the pits. Bobby, who entered pit road in second place, returned to the track in first place and held on for the final 25 laps to take the victory, his fifth of the season. A fraction of a second gained in that pit stop made the difference in the outcome of the race.

In a race situation, a full four-tire stop in the 15 second range is considered good, and a stop in the high 14s is excellent. Last year, the Interstate crew produced seven stops under 15 seconds. Number seven couldn't have come at a better time.

Unlike many over-the-wall crews who have other full-time jobs, everyone on the Interstate team is on staff at the Joe Gibbs Race Shop. The crew has gained their success through training and preparation during the week at the shop. Under the supervision of the Carolina Panthers' athletic trainers, they have two or three weekly workouts that consist of aerobics, running and weight-lifting. Also during the week, they practice pit stops and study videos of their pit stops in races.

"We break every pit stop down into 15 different categories," said Chandler, "and then we work on each category to try and make it better." To gain an extra tenth of a second, they analyze the littlest things such as the tire carriers' hand speed and how they roll the tires. Their attention to detail has paid off.

"We're consistent. We're not flashy like the Rainbow Warriors and we don't get all the press like they do," Chandler said. "We're just kind of there week in and week out." ■

MAKE A SPLASH WITH ANGLERS

It's marine battery season! Or, if you prefer, fishing season. When your customer comes to you for battery help to get back on the water again, here are some tips you can pass along to help get the most out of a marine battery:

1. With a voltmeter or hydrometer, check the battery's state of charge before using or storing it.
2. Prior to recharge, remove the vent caps to check that the electrolyte level in each cell is above the plates.
3. Add distilled water to any cell that is low.



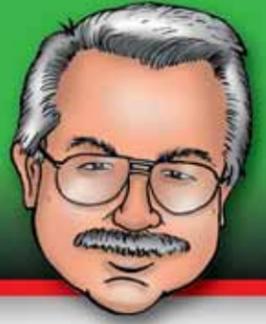
4. Charge the battery according to the charger instructions in a well-ventilated area.
5. Charge the battery immediately after use.
6. After charging, check that the electrolyte level is 1/8 inch below the vent well bottom.
7. Add distilled water to any cell that is low.

By following these steps, your customer will be a grateful angler next spring when cranking up the boat. And remember, your Distributor has a full line of spring batteries for marine, motorcycle, jet ski and lawn & garden applications.

Dear BATTERY ANSWER MAN



GALE KIMBROUGH



If you have questions for the "Battery Answer Man," please e-mail them to gshull@ibsa.com or mail them to: Interstate Batteries • c/o Battery Answer Man • 12770 Merit Drive, Suite 1000 • Dallas, Texas 75251

Wow! So many of you responded to our invitation to send in questions for Gale Kimbrough, the "Battery Answer Man," that we decided in this issue of the Current to replace our "Dear Interstate" section with this technical letters section. Keep those letters coming so that we can address the issues that most interest you, our Dealers.

Q: *Just finished your article on storing batteries on concrete and would like to offer an alternate explanation. As an Interstate Dealer, I have answered the same question many times over the last 12 years. When customers insisted that I charge their batteries on a block of wood instead of on concrete, I knew they were crazy. One day a customer brought in two identical four-year-old*



batteries. To prove that the concrete myth was exactly that, we charged one on concrete and one on a 2x4 with the same charger for the same amount of time. The one on wood took a charge, and the one on concrete didn't! Very embarrassing.

I think the difference was temperature. A slab of concrete is a tremendous heat sink when it is cold, and the wood provides a layer of insulation. Most chemical processes, like battery charging, tend to work better at higher temperatures. A battery being charged on a slab of concrete is not going to get as hot as one sitting on a piece of wood, and I think that temperature difference could make a difference on a marginal battery. What do you think?

Marvin Good
Catheys Valley, Calif.

A: Marvin. Regarding your "embarrassing" discovery, I learned a long time ago that analyzing batteries and electrical/electronic components is similar to understanding women—just when I think I know a little about the subject, I find myself embarrassed or humbled. As to your conclusions about charging batteries on concrete, I agree. I didn't address your question in the last Tech Talk article because it was about *storing* batteries on concrete, not *charging* them on concrete. The difference in temperature between the wood and the concrete could definitely affect battery charge acceptance. Battery electrolyte is influenced quite a bit by internal temperature, which significantly affects recharging. A fully-charged battery's efficiency is about 100% at 80°F but decreases rapidly as the temperature drops. Battery efficiency is 65% at 32°F and only 40% at 0°F. It is likely that wood, being more insulative to temperature changes than concrete, allows more efficient battery charging.

Q: *I too have heard people say leaving batteries on concrete is bad for them. In your informative article "Storing Batteries on Concrete" you mentioned the importance of keeping batteries clean, which makes sense. What is the proper way to keep them clean?*

Greg Boldea
Estill Springs, Tenn.



A: Yes, keeping your battery clean is a great way to extend its life. First, keep the terminals clean. Visually

inspect the terminals and cables for signs of corrosion at least once a year, especially in hot temperatures. If they are dirty or corroded, clean the connections. This will ensure a good connection and proper starting. Second, keep the case clean. Keep the top of the battery clean of heavy dirt and oil to reduce the risk of electrical transients between the positive and negative posts, which will result in a quicker discharge. Various battery cleaners are available. A chemical compound which neutralizes battery acid is a 50/50 mixture of baking soda and water. Once the acid is neutralized, rinse the battery with water. Also, Interstate sells a NOCO battery treatment kit, which includes battery cleaner spray, corrosion preventative spray, terminal protectors and identification tags. Ask your Route Sales Manager about its availability.

Q: *After reading the article "Storing Batteries on Concrete," we are very interested in the training classes you offer. What's covered in your ProClinics? And will there be any classes offered in the upcoming months?*

Robert Eppley
Mechanicsburg, Pa.

A: Thanks for your interest, Robert. ProClinic training provides you with information to help you:

- Test a charging system in one minute.
- Determine the remaining life of a battery.
- Detect battery failures that most people overlook.
- Protect against computer memory loss that could result in costly damage.
- Identify important electrical/electronic system principles used in troubleshooting procedures.
- Troubleshoot without the trial and error approach of replacing parts.

We offer both automotive and heavy duty commercial classes. Please see the schedule on page 8 in this issue or ask your local Interstate Distributor about a ProClinic class in your area.

Q: *The first time I start my truck on cold mornings, the starter sounds like the battery is low. But if I shut off the engine and immediately start it again, the starter sounds great and cranks as if the battery were fully charged. Why does it do that?*

Nate Swoboda
Warrenton, Mo.

A: An engine's first start after sitting for several hours requires more amperage than the second or third start. The battery temperature and the engine have a lot to do with the actual starting current draw. I once tested an engine which required 300 amps to start the first time. I ran the vehicle for five minutes, shut it off, waited for five minutes and restarted it. It only required 185 amps that time. I repeated this process four more times, and the starter draw remained fairly constant at about 180 amps. But on the first start, although it's normal for the starter draw to decrease, a fully-charged battery shouldn't "sound low." The first start often reveals a possible weak condition. It sounds like your battery is getting weak or is low on charge. I certainly advise that you have your battery checked to avoid getting stranded. ■

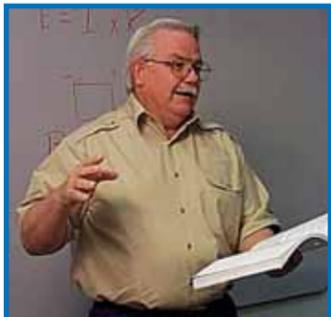


TECHTALK

WITH INTERSTATE® BATTERIES TECHNICAL EXPERT GALE KIMBROUGH

Keep on Truckin' with the 31-ECL

GALE KIMBROUGH



Not too many years ago, if you were to drive into a rest stop or a truck stop, you would hear the hum of hammering engines and smell the scent of diesel fuel as truck drivers took a break from the road. It was normal for truckers to let their engines idle for eight hours or more. This scene is becoming less and less common as a result of findings of the electrical committee of TMC, The Maintenance Council of the American Trucking Association. This committee announced that more than 40,000 miles of engine wear can be eliminated by turning off the truck's engine. In fact, some fleets are now offering incentives to drivers for turning off their trucks.

The result is a new trend in commercial trucking. All of the in-cab devices, such as heater/AC, telephones, TVs, VCRs, refrigerators, coffee pots and satellite systems, used to be powered by the alternator, but they now must be powered by batteries. With power demands like that, in addition to starting the diesel engine, these trucks require a pretty special battery. And that's why we're pleased to introduce the Extreme Cycle Life battery.

The new 31-ECL, a Group 31 battery with "Extreme Cycle Life," is our biggest technological improvement since Interstate's introduction of PINNACLE™ Technology in September 1998. A great starting battery, the 31-ECL also has amazing cycling capability. It was designed especially for the high-cycling demands of the new generation of 18-wheelers, but it can be used in a wide variety of heavy duty commercial vehicle applications, including smaller fleet trucks, reefers, delivery trucks and other high cycling applications.

Tests show that the Interstate 31-ECL cycles significantly longer than any competitor's high-cycle starting battery. According to the J-2185 test—an SAE medium duty cycle test and the only cycle test sanctioned by TMC—the

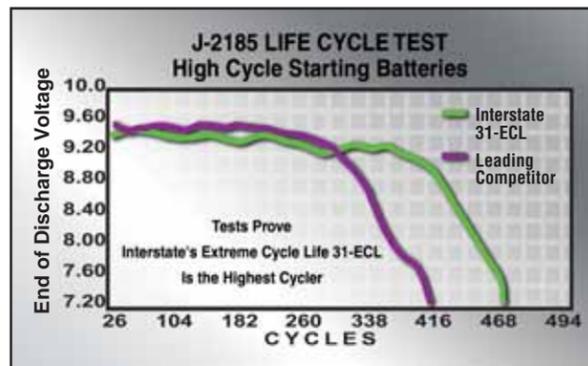
weakest Interstate 31-ECL outperformed the leading competitor's strongest battery by more than 50 cycles. The Interstate 31-ECL cycled more than 468 times. That's a 13% superior cycle life expectancy for the Interstate battery!

The remarkable cycling capability of the Interstate 31-ECL is a result of several technological enhancements:

- It has thicker, heavier positive plates. A 15% increase in plate thickness maximizes durability, provides high amp hour capability and reduces vibration damage.

- It has high-density, deep-cycle positive paste. This also maximizes durability and reduces paste shedding.

- And it has a plate stabilizer. This micro-woven fiberglass mat prevents paste shedding and



provides active material compression to the positive plate, resulting in a 13% increase in cycle life.

THE EXTREME CYCLE LIFE BATTERY 31-ECL

Silver/Calcium Positive Grid Alloy - Resists corrosion, virtually eliminates maintenance and provides quicker recharge.

Na₂SO₄ (sodium sulfate) Electrolyte Additive - Helps the battery accept a charge effectively.

Now! Thicker, Heavier Positive Plates - A 15% increase in plate thickness maximizes durability and provides high amp hour capability.

Negative Plate Paste Expander - Increases heat resistance capability.

Advanced (microporous polyethylene) Envelope Separators - Help maximize electrical performance, minimize effects of vibration and prevent short circuits.

Now! Plate Stabilizers - These micro-woven fiberglass mats minimize paste shedding and provide active material compression to the positive plate, resulting in a 13% increase in cycle life.

WORKAHOLIC™

These enhancements are all in addition to the 22% battery life increase of PINNACLE Technology. And the 31-ECL comes with the same 18-month free-replacement warranty of our other Group 31 batteries.

With the spectacular cycling capability of the 31-ECL, the bottom line for fleets is longer life. This means decreased battery costs, less downtime and fewer road calls, all resulting in less cost per mile. I've focused on Interstate product rather than general industry technology as I usually do, but I think it's important for you to know about the technological superiority of this battery. Combined with the new trend in trucking, the 31-ECL could result in big battery savings for many of you! ■

Win a Trip to Team Texas NASCAR Driving School!

To win "Bill Mack's Interstate Battery Pack" and enter the Driving School drawing, listen to radio personality Bill Mack, the Midnight Cowboy, weekdays 12-5 am Feb. 28 through April 7 (WBAP-820, WJR-760, KBOI-670, KVOO-1170, KWKH-1130 and WXGI-950). The Pack, which includes an Interstate black racing jacket, will be given away every weekday. We will have one Driving School drawing for the Pack winners and another drawing for everyone else who sends in the "31-ECL Sweepstakes Entry Form."

If this sweepstakes sounds familiar, you may have read about it in one of these magazines: *Land Line*, *CCJ* (Commercial Carrier Journal) or *Truckers News*. That's because our 31-ECL ad ran in the March issues of those publications.

Send the "31-ECL Sweepstakes Entry Form" to:
Bill Mack/WBAP • 31-ECL Sweepstakes • P.O. Box 820 • Arlington, TX 76004



31-ECL Sweepstakes Entry Form



Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone #: (____) _____

Entry Form must be received by April 30, 2000

Must be 21 to enter. Complete rules available at WBAP. Sweepstakes ends 4/30/00.



Louder than Bristol, Hotter than Texas!



Front

You'll stand out as a true fan in this incredible 100% cotton Bobby Labonte T-shirt.

Back

Description	Item #	Price	Total
Bobby Labonte T-shirt	C181301W	\$15.00	
Subtotal			
Tax (AZ & NC residents only add 6%)			
Shipping & Handling			
TOTAL			

NOTE: For shipments outside the U.S., call or fax for additional charges. Please include your fax number below.

Ship to: Residential Commercial

Please print clearly

Fax # (____) _____

Name _____ Day Phone (____) _____

Mailing Address _____ Apt. # _____

City _____ State _____ Zip _____ (Required)

CHARGE TO MY:

VISA Card Number _____

MasterCard Expiration Date _____

Discover Name on Card _____

Am. Express Signature _____

Check enclosed (Make checks or money order payable to: Action Sports Image)

Please allow 4-6 weeks for delivery.

To Order

Call:
1-888-855-8825 or
1-704-454-4000

Or mail this order form to:
ACTION SPORTS IMAGE
6301 Performance Dr.
Harrisburg, NC 28075

Or fax to:
1-800-650-9854
704-454-4060
(outside the U.S.)

SHIPPING RATES (No CODs Please)

\$.00 to \$20 - \$5.00	\$101 to \$200 - \$12.00
\$21 to \$50 - \$6.50	\$201 to \$300 - \$14.00
\$51 to \$75 - \$8.00	\$301 to \$500 - \$17.50
\$76 to \$100 - \$10.00	

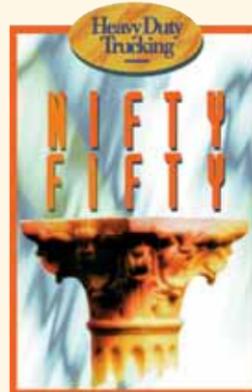


Training for Today's Professional Technicians and Mechanics

Look for these four-hour **Automotive** or **Commercial ProClinics** coming to your area! For more information, please call your local Interstate Distributor. (No registration available at the door.)

March 13	Las Vegas, Nev. (IBS of Las Vegas)
March 14	Las Vegas, Nev. (IBS of Las Vegas)
March 15	Salt Lake City, Utah (IBS of Utah)
March 16	Orem, Utah (IBS of Utah)
March 15-16	Houston, Texas (IBS of Houston)
March 27-28	Annapolis, Md. (IBS of Annapolis)
March 29-30	Manassas, Va. (IBS of Northern Virginia)
April 19	Nashville, Tenn. (IBS of Music City)
May 16	Scottsdale, Ariz. (IBS of Scottsdale)

PINNACLE™ Makes Nifty Fifty



Interstate's PINNACLE™ Technology... "one of the 50 most significant truck-related products of 1999."

Interstate Batteries received a nifty little award for our Group 31 commercial batteries. In February, Heavy Duty Trucking magazine selected our PINNACLE™ Technology from hundreds of entrants as one of the 50 most significant new truck-related products of 1999! Our PINNACLE Technology and the other Nifty Fifty winners were featured in the February issue of *Heavy Duty Trucking*. ■

Interstate Sign's Up

Folks are looking up at the Interstate Batteries Home Office in Dallas. That's because the top of the ten-floor building now displays a bold, eye-catching Interstate sign with the new logo! At 25 feet high and 32 feet long, the illuminated sign makes a huge statement day and night to thousands who drive Dallas' Loop 635, near Central Expressway. ■



The Interstate Home Office in Dallas displays a new 32-foot-long sign.

"For I am confident of this very thing, that He who began a good work in you will perfect it until the day of Christ Jesus."

Philippians 1:6

For information about how you can find salvation through Jesus' unconditional love, please contact Henry Rogers at:

INTERSTATE® BATTERIES
12770 Merit Drive, Suite 1000
Dallas, TX 75251-1292

The **CURRENT** is published by INTERSTATE® BATTERY SYSTEM OF AMERICA, INC. No part of this publication may be reproduced in any manner without express written consent from IBSA, © 2000 INTERSTATE BATTERY SYSTEM OF AMERICA, INC.

R. Tom Miller, *President & CEO*
Charles Suscavage, *V.P. of Advertising/PR*
Jane Koenecke, *Communications Manager*
Greg Shull, *Communications Coordinator*
Melanie Kirk, *Cody Phillips, Art Directors*
Sherrie Wiles, *Poster design*
Jon Simkins, *Photographer*

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