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Volume 15, No. 3

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November 1999

Bobby—Better Than Ever!

Giving it his best this season, Bobby has already driven the Interstate #18 Pontiac to career bests in the following categories: 4 wins, 19 top-five finishes, 22 top-ten finishes, 6 poles including the Winston, 2nd in points and nearly \$3 million in earnings. And the race season's not even over!

"I think we've had an A+ year," said Bobby. "We're tickled to death with our year so far. We've done more in a lot of areas than before."

Since finishing 10th in points his first season with Interstate in '95 and then 11th in '96, Bobby has steadily climbed to 7th in '97, 6th in '98 and currently 2nd, his highest points standing ever.

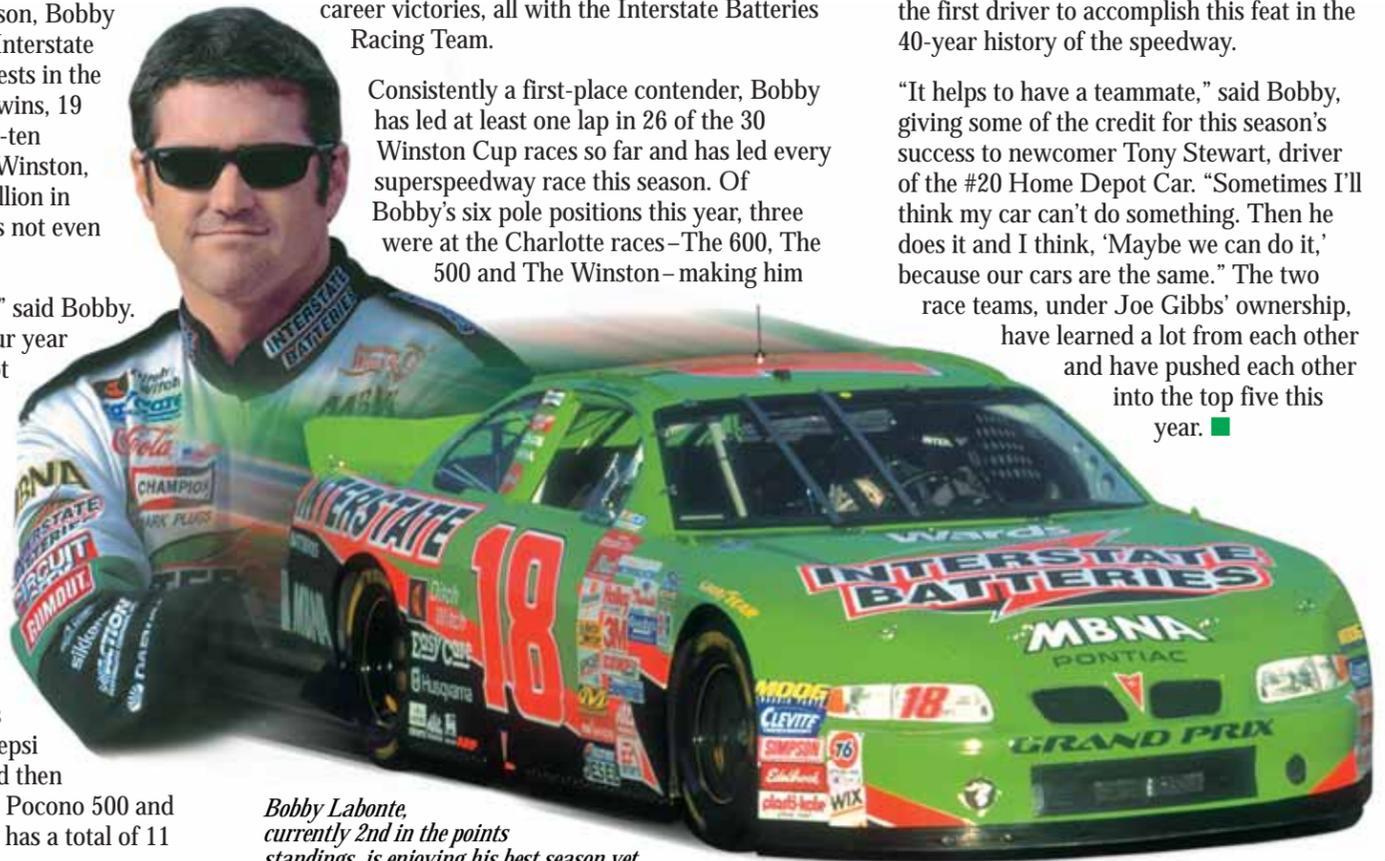
This year, he won the MBNA Platinum 400 at Dover Downs International Speedway, the Pepsi 400 at Michigan Speedway and then swept Pocono with wins at the Pocono 500 and the Pennsylvania 500. He now has a total of 11

career victories, all with the Interstate Batteries Racing Team.

Consistently a first-place contender, Bobby has led at least one lap in 26 of the 30 Winston Cup races so far and has led every superspeedway race this season. Of Bobby's six pole positions this year, three were at the Charlotte races—The 600, The 500 and The Winston—making him

the first driver to accomplish this feat in the 40-year history of the speedway.

"It helps to have a teammate," said Bobby, giving some of the credit for this season's success to newcomer Tony Stewart, driver of the #20 Home Depot Car. "Sometimes I'll think my car can't do something. Then he does it and I think, 'Maybe we can do it,' because our cars are the same." The two race teams, under Joe Gibbs' ownership, have learned a lot from each other and have pushed each other into the top five this year. ■



Bobby Labonte, currently 2nd in the points standings, is enjoying his best season yet.

Inside This Issue



History of the Interstate race car - p. 3-5



Route Sales Manager of the year - p. 6

Stretching Our Awareness to New Lengths



The new #18 limo, the first ever in NASCAR, is turning heads across the country and drawing attention to the Interstate name.

In the information age, the biggest, boldest brand names often win the minds and buying power of today's media-savvy consumer. That's why we provide our Interstate Batteries Dealers with national advertising and marketing programs, including the outrageous limousine pictured above, in order to help you stand out in the marketplace and sell more batteries. As we have added more innovative national programs through the years, our consumer awareness has grown

Continued on page 2

INTERSTATE BATTERY SYSTEM OF AMERICA, INC.
12770 Merit Dr Ste 400
Dallas Texas 75251-1292

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

Stretching Our Awareness Continued from page 1

to an all-time high of \$23 million. To keep that momentum going, we're creating more ways to gain consumer attention this year.

Interstate's #18 Limousines

Talk about a stand out! Being the first race team to have a stretched race car, we were very excited to debut our two new



#18 limos at the Charlotte Race in October. No doubt about it – they make people remember Interstate Batteries!

Painting a limousine like the #18 race car was a concept Interstate Art Director Wade Griffith, designer of the 1999 and 2000 Motorsports Calendars, created just for fun on his computer. But when our Chairman Norm Miller saw it, he felt the idea had some great potential to add consumer and media awareness. His instincts were right – the limo has already proven to be one great photo opportunity rolling across the countryside.

Incidentally, word on the track is that other race teams are now scrambling to produce their own racing limos. Once again, Interstate leads the way!

Internet Advertising

More and more consumers are heading to the worldwide web, and now, they'll find Interstate Batteries on NFL.com and ESPN.com this winter. These sites are heavily promoting themselves right now and are getting a great deal of TV ad support.



Interstate Batteries banner ads will run in rotation with other companies' ads, and our



unmistakable green is sure to catch the attention of the many visitors. And if they need a battery, we'll link them right to our online Dealer locator, sending them straight to Interstate Batteries Dealers. (If you're not on the locator, please ask your local Interstate Distributor to make sure you are listed as a "warranty dealer." This will ensure you are on our site and our 1-800-CRANK IT line, ready to accept new customers.)

Our banner ad will run from November through January on NFL.com and from November

through December on ESPN.com, giving us an estimated 2.8 million impressions. We believe this is a great way to expand our coverage with sports fans who may need a battery this winter.

Television Ads

To maximize reach to your customers, we're continuing to run Interstate Batteries commercials alongside football, basketball, racing and other sports television shows in the U.S. and in Canada. Research proves this type of programming, as well as car and truck and weather-related spots, is a great way to capture the attention of people who are buying batteries. So that's where you'll see our Interstate Batteries TV ads again this winter!

Highlights of the TV schedule in the U.S. include 30- and 15-second ads during:

- Monday Night Football
- AFC and NFC Wild Card games
- Pre-Game shows on FOX and CBS
- TNN's auto and driver programs



And in Canada, consumers will see Interstate 30- and 10-second ads on Global, TSN, Headline Sports and Sportsnet during popular programming including:

- Hockey
- NFL
- Auto Racing
- Golf
- Curling



To generate more value from our race team's popularity, we're bringing back both of our racing ads.

"Fully Loaded": This ad features the #18 on the track with an amazing number of battery-operated accessories on board.



Bobby drives while Team Owner Joe Gibbs and Interstate Batteries Chairman Norm Miller watch a big screen TV in the back seat.

"Mini-Van": In this follow-up ad, Bobby is racing a #18 mini-van

with his wife Donna, his son Tyler, and Joe and Norm in the back. They all show off the great power of the Interstate



battery as they use outrageous accessories, including an arcade video game and a tanning bed. This helps consumers to know that Interstate is the "Official Battery of the Family Car™," in other words, the #1 choice of battery customers throughout North America.

"With Bobby Labonte's strong presence in the fast-growing world of motorsports, we feel even more consumers will connect with the ads," said Interstate Advertising Manager Charlie Brim. "We're going to 'mix it up' and include both ads this winter to help even more consumers think about quality Interstate products and, we hope, to buy a battery at their local Interstate Dealer."

Point-of-Sale Items

To strengthen the effect of our national advertising, here are some more ways we help you sell Interstate products:

We keep coming up with new Interstate signs, banners, rack headers and, of course, the new Motorsports Calendar, because



they are key in helping you complete the sale at your Dealer location.

In addition to the point-of-sale items inside your business, the



new billboards on the back of our Interstate Batteries route trucks will help bring consumers to your door.

Direct Mail

In recent months, 15 million MBNA customers received



special Interstate Batteries mail inserts in their monthly statements. These three mailings have generated more than 117,000 Racing Helmet Sweepstakes entries, increased interest in our Hot Rod Batteries and, most recently, provided an inexpensive way for consumers to buy an Interstate Batteries racing cap. (Getting more people to wear our caps is another great awareness booster!) We're very pleased about partnering with MBNA, an associate sponsor on the #18 car. This further leverages our Winston Cup sponsorship value and adds up to even more consumer awareness and sales!

Winston Cup Sponsorship

Clearly, our Winston Cup car is what has helped boost our consumer awareness numbers more than anything else we've done. In addition to the attention our car captures on race days, we've leveraged some interesting promotions in and around our car and our team. Most recently, we've struck a deal to feature a special paint job at the inaugural Homestead Race Nov. 14, the same month as the *NASCAR Racers* movie release. Bobby's #18 will be one of four cars sporting a paint scheme (see Page 3) with *NASCAR Racers* characters. Fox Kids will be launching their *NASCAR Racers* TV program in February. We look forward to a whole new generation of battery buyers.

So, get ready! With awareness of your battery products higher than ever before, and our combination of exciting programs to support you, be on the lookout for added Interstate sales this winter.





A WINNER BY DESIGN...

THE INTERSTATE RACE CAR 1990-1999

A Winston Cup car is a multi-million dollar, 190 mph billboard that competes against 40 other billboards for the attention of millions of race fans. It gets their attention when it wins, when it wrecks, when it escapes a close call and when it looks good. During our ten-year history in NASCAR, the Interstate Batteries car has been transformed from a dull unidentifiable blur in the pack to what many say is the most attention-grabbing looker on the track today.

"We wanted to make the car easy to identify," said Interstate's Chairman Norm Miller, whose background includes graphic design. "The car really does stand out, primarily because of the green and red, and then the fact that we're winning."

But our car hasn't always been such a stand out. Here's a look back at the ten-year transformation of the Interstate car.

1990: Black #94 Buick

Interstate Batteries came onto the NASCAR scene with the black #94 Buick, branded with the dark green and lime green lightning bolt, our logo at that time. The car, driven



by Stanley Smith, was seen at 17 NASCAR races, mostly All-American Challenge (now called the All-Pro) Series.

"The black car seemed to disappear among the other cars," said Charles Suscavage, VP of Advertising & Public Relations. "Not only that, Dale Earnhardt - the 'man in black' - had already made a name for himself in his black #3 car." So after just one year in racing, our plans for the '91 season included a new car design - one that would

help us create a true identity for Interstate Batteries.

1991: Green #49 Buick

"To make our car more recognizable" said Suscavage, "We started talking about making the primary color green. Nobody



team didn't want to go with green. Actually, they hated green. Like many others in racing, they believed it was an unlucky color.

But the decision was made and, at the '91 season opener, we rattled the racing community when we unveiled our new-look Buick driven by Stanley Smith. From the moment the hot neon yellow-green car rolled onto the track at the first race, one thing was as evident as its paint job - the Interstate car would no longer disappear on the track.

"In those days," said Suscavage, "when you saw a flash of green, you knew it was the Interstate Batteries car." It no longer blended in with the others. We took the lime green of the lightning bolt logo, added some brightness to it and produced the unique eye-catching green for the car body.

Shifting our focus to the more popular Winston Cup series, we reversed the #94 to the #49, because Terry Labonte was already driving the #94 Winston Cup car.

1992-94: #18 Chevy Lumina

For the '92 season, we brought in new driver Dale Jarrett, new crew chief



Makar and new team owner Joe

Gibbs, who was still coaching the Washington Redskins. We also changed our car to the Chevy Lumina, which came dressed in even more green and less black.

"Jimmy and the crew said it was the ugliest thing they'd ever seen," said Norm. "But their first look was without decals. It was just green and black. But with the red and white striping and logos, they said it didn't look too bad. And when we won the Daytona in '93, they decided green was not so unlucky after all."

We replaced the old lightning bolt logo with the new sportier racing logo. As a result of our new partnership with Joe Gibbs and the NFL, we displayed the NFL logo on the hood and back of the car. We replaced the green #49 with the red #18 (Joe liked the fact that #18 was a quarterback's number) and added fluorescence to the paint, making the car even brighter. No paint company made this exact color, so our race team's paint and body guys had to mix it themselves at the prep shop before each race.

The bright white, black and rocket red on the green, Norm believed, would make our car a real standout on the track and make the Interstate name known to the millions of NASCAR viewers. His vision could not have been more accurate.

1995-96: Chevy Monte Carlo

In '95, we introduced new driver Bobby Labonte and



Lumina with the more aerodynamic Monte Carlo. In our continual effort to make the car more attention grabbing, we lowered the red lightning bolt on the side of the car to show even more green and less black. Our crew continued to mix our own paint in order to produce that Interstate green.

1997-99: Pontiac Grand Prix

In '97, we brought in our fourth and current car model - the Pontiac Grand Prix. Having learned that more green meant higher visibility, we again



green, decreased the black and gave the body a racier look.

And finally, after six years of mixing our own paint color, Sikkens paint company came along and agreed to develop our Interstate green. It actually turned out to be a deeper green with less yellow, but with the fluorescence it was still very bright.

The car changed little until '99 when we debuted the new attractive Interstate Batteries logo. Changing a well-known company logo is no small maneuver. From the chairman down, however, Interstate personnel felt that this was the identifying logo to take us into the future.

Design changes like these have enabled us to produce the best looking car on the track today. By designing a winner, we've succeeded in our original aim - to carve out an identity for ourselves. The #18 car is the #1 reason our name recognition has doubled in the last ten years. The green car, in people's minds, has become Interstate Batteries. Nothing demonstrated this better than when Prodigy introduced a similar green car. It was constantly referred to as the Interstate Batteries car.

"It confused everybody," said Norm. "The announcers even got confused." That car was gone after about a year.

But the green Interstate car is here to stay. Just finishing up its tenth season on the track, the #18 will capture the attention of millions for many years to come. ■

INTERSTATE'S Special Edition Paint Schemes



1992

The Ameritron Car

The Joe Gibbs Hall of Fame Car

1996



1997

The Interstate Batteries 500 Car

The Small Soldiers Car

1998



1999

The NASCAR Racers Car



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 or email to: jkoenecke@ibsa.com

Dear INTERSTATE,

My son was to report in at the ball field last night at 7:30 for a ball game. We were running late and didn't leave home until 7:30. We made it in five minutes but, being in such a hurry and having trouble finding a parking space, I left my lights on. Not until after the game was over at 9:30 did I notice this. The lights had been on for right at two hours! Certain that my car wouldn't start, I caught one of the other mothers and asked her to give me a jump. To my surprise, when I turned the key, it started right up! I didn't need that jump start after all. Thank you for making such a long lasting battery.



Marlene Anglin
Sikeston, Missouri

Dear INTERSTATE,

I drove my first car in 1943 and have used all makes of batteries. In 1982, I started to sell Interstate batteries from my repair shop on my dad's ranch in Nebraska. I put an Interstate 75-50 in my John Deere garden

tractor in 1983. It lasted until 1995. I put an Interstate 24-36 in my old pickup in 1984. It lasted until 1994. I then put Interstate batteries in my large John Deere tractor, my two pickups, my '69 Chevy two-ton truck, my GMC Suburban, my Ferguson Tractor and my three Model T Ford Carson trucks. With all those batteries, I am yet to have any of them fail under warranty.

Jerald Wallace
Crawford, Nebraska

Dear INTERSTATE,

Four years ago, I bought a Lowe boat, which came equipped with an Interstate battery. I keep the boat at my son's home in Janesville, CA. This past winter, he forgot to remove the plug, and the boat filled up with water. Your battery was under water until the water froze solid. My son had to chip and cut away at the ice to get down to the battery. I put a short charge on the battery and, after several fishing outings, the battery is still going strong. I will never replace any of my batteries with anything but Interstate.

Gene
Boyd
Janesville,
California



Route Sales Manager of the Year



And the Winner Is... Jeff Daines, 35, of Interstate Battery System of Green Bay. He is this year's Route Sales Manager of the Year.

The Route Sales Manager of the Year award is based on the route manager's performance in sales and service, as well as the number of votes he receives from his dealers. Jeff received 264 dealer votes, more than any other route manager in the country.

"No one compares to Jeff," said Ken Sharboneau of Yale Material Handling in Green Bay. "He's one of two vendors that I let in my door without an escort. I'm a pretty demanding individual, and Jeff has met all my expectations and more. He pays attention to what I say and takes care of my needs. He's fantastic."

"I just can't ask for better service," said Mark Anschutz of Anschutz Motor Sport in Manitowoc, Wis., "and Jeff's amazingly friendly. We've had so few batteries to worry about warranting, but whenever we do, there aren't any questions asked. They trust us completely, which is what I like. Our battery sales have gone through the roof because Interstate gives us the product on consignment. Nobody else does anything like that in this industry."

Of the more than 1,000 Interstate Route Sales Managers, it was amazing to see what high marks Jeff's co-workers scored as well; Tom Kern came in 8th and Ernie Schumistch came in 11th. So, congratulations to Jeff and the entire team at IBS of Green Bay! ■

Interstate Dealer Tops the Nation in Boat Sales

Phil Dill Boats, an Interstate Batteries Dealer in Lewisville, Texas, is coming off their best year since the business began in 1954. They were recently awarded two prestigious national awards for their performance in 1999.

Crownline Boats recognized them as their top volume and top units dealer, and Volvo Boats awarded their sales team a 7-day Caribbean cruise for being their top units Dealer.

"We carry Interstate batteries," said Phil Dill Jr., co-owner of the Dealership with his father, "because of the dependability of the product and the reliability of



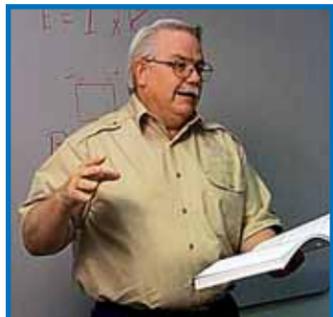
Phil Dill Jr., who stocks his boats with Interstate marine batteries, shows off one of his Dealership's 1999 awards.

TECHTALK

WITH INTERSTATE® BATTERIES PROCLINIC™ INSTRUCTOR GALE KIMBROUGH

Storing Batteries on Concrete?

GALE KIMBROUGH



"BATTERY ANSWER MAN"

Well, here we are within months of the new Millennium, and I'm writing an article about an age old question . . . "Will a battery be damaged or mysteriously discharged by allowing it to sit on concrete?" At least once a month, someone calls and asks this question or asks for clarification on the subject.

Fact or Fiction

Well, is it true? Will a battery be damaged or discharged by letting it sit on concrete? NO! Why then do so many people believe that concrete is a battery enemy? Years ago, batteries could have been electrically discharged by sitting on a concrete floor. My dad, for instance, owned an automotive shop for many years. In fact, I grew up on a creeper. My dad reminded me time after time, "Set that battery on wood! I know batteries discharge on concrete because I've witnessed it!" And he was right at that time.

Historical Basis

You see, the myth that concrete drains batteries does

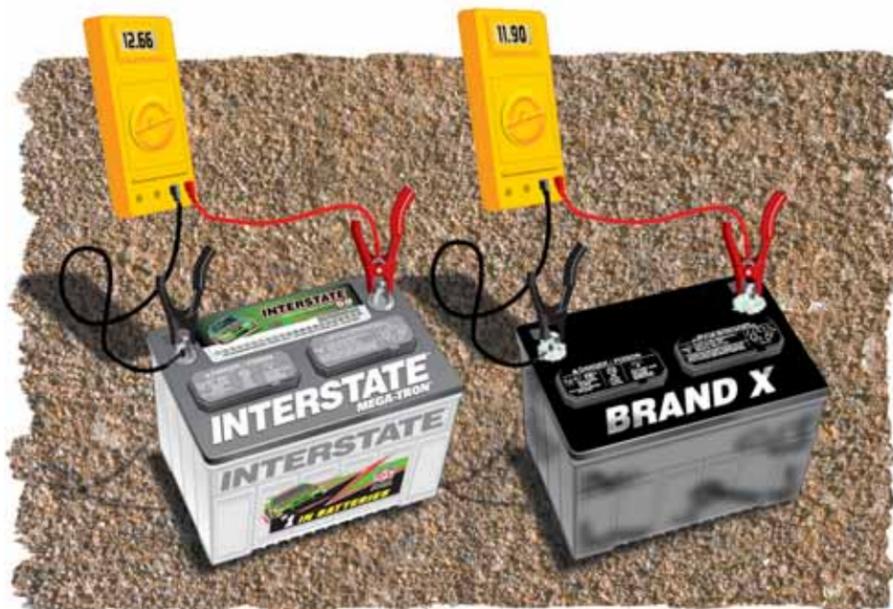
have some historical basis. Many, many years ago, wooden battery cases encased a glass jar with the battery inside. Any moisture on the floor could cause the wood to swell and possibly fracture the glass, causing it to leak. Later came the introduction of the hard rubber cases, which were somewhat porous and had a high-carbon content. An electrical current could be conducted through this container if the moist concrete floor permitted the current to find an electrical ground. The wise advice of the old days to "keep batteries off concrete" has been passed down to us today, but it no longer applies because of the advanced technology of today's batteries.

Today's Technology

For more than a decade, automotive and commercial battery containers have been made of polypropylene, which is a highly insulative material. In fact, the Interstate Batteries poly material is at least five times more insulative than the old hard rubber. Also, tremendous technological improvements have been made in the seals around the posts and the vent systems, which have virtually eliminated electrolyte seepage and migration.

Battery Discharging

The fact is, all batteries self-discharge whether they're sitting on the shelf or on concrete. This is why we regularly rotate your inventory. As the temperature increases, a battery's self-



The notion that concrete is bad for batteries is a myth. When storing a battery, keeping it clean is the best way to help it hold its charge.

discharge level also increases. Some lead acid batteries discharge 4% - 8% per month at a temperature of 80°F. The level of self-discharge is also contingent upon the type of lead plate alloy plus the age and cleanliness of the battery.

If the battery has a surface layer of acid or grime, which is electrically conductive, it self-discharges more rapidly. This surface layer may actually allow you to measure the DC voltage across the battery's poly case (using a 10 meg-ohm digital voltmeter). For that reason, we recommend that you always keep batteries clean, whether they're in storage or in a vehicle.

Grandfather Clause

You may now be thinking that you know more than your grandfather, who tells you that batteries stored on concrete

will be damaged. Next time your grandfather says that, I recommend that you just say "Okay" and continue about your business. I'm a grandfather now, and I know that we like to have our way and we like to be right. If my grandson, for instance, tries to tell me that concrete won't damage a battery, you know what I'll say? I'll say if you drop a battery on concrete, it will be damaged.

Have Questions for the "Battery Answer Man?"

If you do, please e-mail them to gshull@ibsa.com or mail them to:

Interstate Batteries
c/o Battery Answer Man
12770 Merit Drive, Suite 400
Dallas, Texas 75251 ■



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.)

Nov. 8 Monrovia, CA (IBS of East San Gabriel Valley)

Nov. 9 Diamond Bar, CA (IBS of Inland Empire)

Nov. 10 Ontario, CA (IBS of Inland Empire)

Nov. 11 Ventura, CA (IBS of Sierra Madre)

Nov. 15 Poughkeepsie, NY (IBS of Hudson Valley)



Y2K Ready...

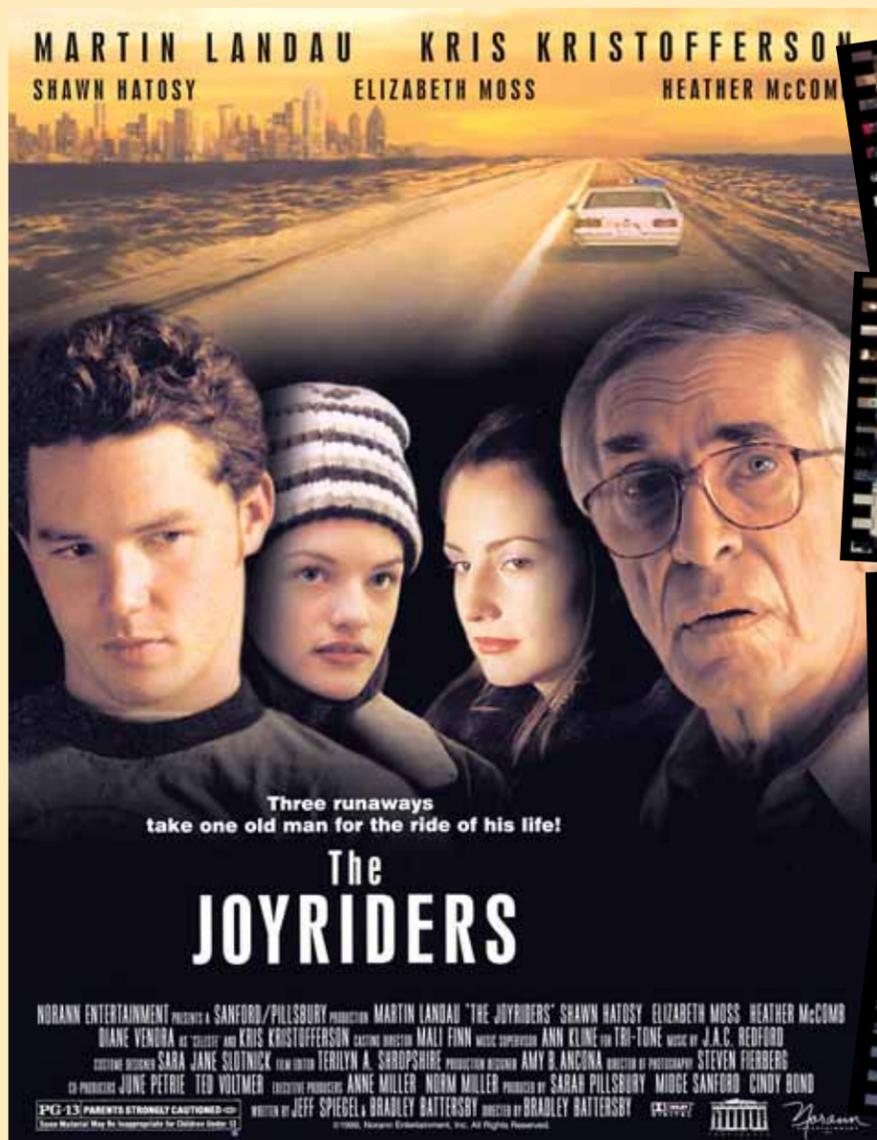
Interstate Batteries is pleased to announce that we have successfully met our July 31, 1999 goal for our year 2000 project. Our Y2K project team has completed assessing, analyzing, remediating and testing our Dallas headquarter systems as well as provided our Distributors with all of the information they need to make necessary changes at their locations.

Our Y2K readiness depends on the compliance of our vendors and their software, so we will continue to monitor any reported changes from these vendors. We welcome any questions at

All Y2K information distributed by IBSA in the past or future is made subject to the Year 2000 Information & Readiness Disclosure Act. Due to the need for more candid disclosures in connection with the Y2K effort, this bill was passed. IBSA endorses this purpose, and accordingly, intends to avail itself of the protections afforded by the Act.

Interstate's Chairman Makes a Movie

THE JOYRIDERS...Coming Soon to Video!



Recommended for ages 12 and older.



Our own chairman Norm Miller is now producing movies! Why has the "battery man" turned his attention to the silver screen?



Norm & Anne Miller

"I kept thinking," said Norm, "Why doesn't someone start a movie company to provide an entertainment alternative that families can watch together, without being embarrassed or shocked? I don't mean Pollyanna or hokey stuff, but fun, exciting, creative, adventuresome, dramatic films with affirming values. There is definitely a void in the market for family-friendly films."

So, Norm and his wife Anne decided to do it themselves. Their new company's name is Norann Entertainment, and their first production is *The Joyriders*, starring Martin Landau, Kris Kristofferson, Shawn Hatosy, Elizabeth Moss and Heather McComb. It hit the big screen last April and will be available on video December 1 at Blockbuster.

In the movie, a depressed 67-year-old, searching for meaning in life, gets carjacked by three troubled teens who take him on the road trip of his life. Set during the Christmas season, *The Joyriders*, some are saying, is the *It's A Wonderful Life* of the '90s.

With Christmas approaching, it's a great time to go to your local video store and enjoy a night with Norm's first movie. Keep your eye out for a few Interstate promos sprinkled in the movie. Who knows? You might even see jolly Ol' Norm in disguise. Also, look for the Gotee Records soundtrack, featuring the new song "So Far From Home" by the Millers'

Tommy Johnson Jr. is coming on strong and has a top-ten finish in his sights. With three races remaining in the season, he's currently fourteenth with 677 points – 31 behind tenth-place Scotty Cannon and 81 behind seventh-place Jim Epler.

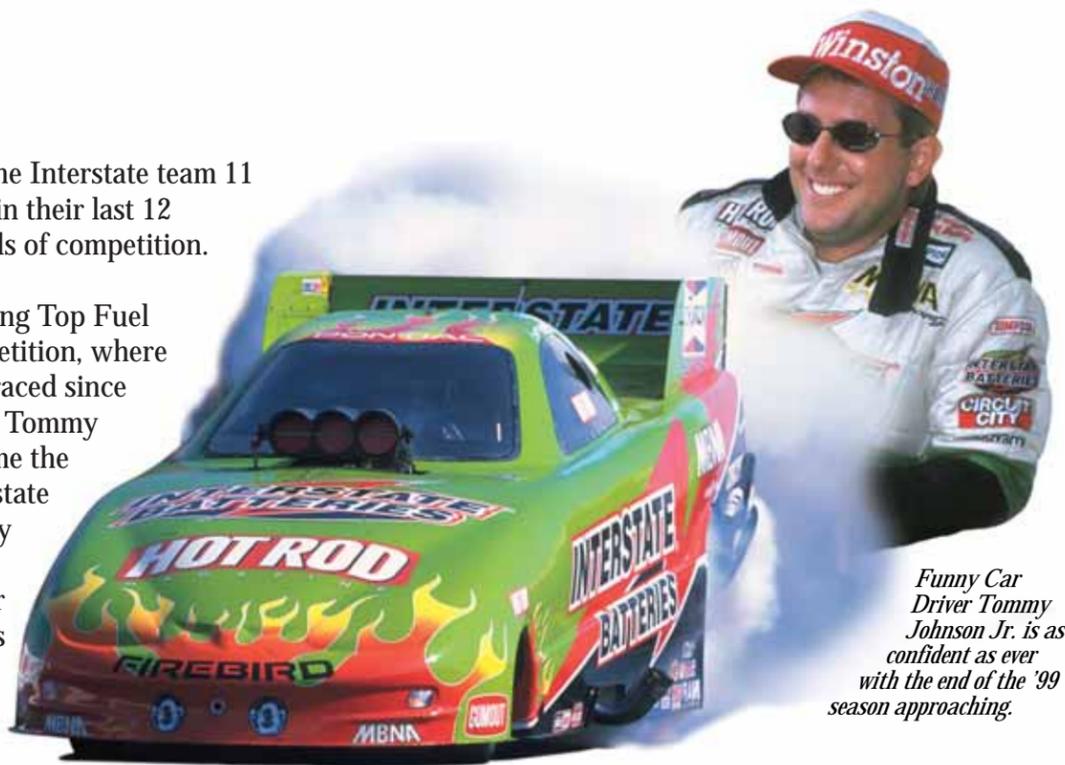
"The guys didn't think we would have a decent chance of getting a top-ten finish," said Tommy, "but I kept telling them, 'Oh yes we do.'"

In recent Funny Car competition, there's nobody hotter than Tommy. He's won two of his last three races and was runner-up in the other. He claimed his first victory Sept. 19 at the Keystone Nationals, took second the following week in Topeka, Kan., and then won again Oct. 9 at the Pennzoil Nationals. This gives Tommy

and the Interstate team 11 wins in their last 12 rounds of competition.

Leaving Top Fuel competition, where he'd raced since 1990, Tommy became the Interstate Funny Car driver at this year's tenth race.

Finding the transition more difficult than he had expected, he was consistently defeated in the early rounds of his first several races.



Funny Car Driver Tommy Johnson Jr. is as confident as ever with the end of the '99 season approaching.

But he's turned that around recently and has the Interstate Batteries team on course to earn a place in the top ten. ■

"Beloved, let us love one another, for love is from God; and every one who loves is born of God and loves God."

1 John 4:7

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

INTERSTATE® BATTERIES
12770 Merit Dr., Ste. 400
Dallas, TX 75251-1292

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R.T. Miller, *President & CEO*
Charles Suscavage, *V.P. of Advertising/PR*
Jane Koenecke, *Communications Manager*
Greg Shull, *Communications Coordinator*
Melanie Kirk, *Art Director*

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