

CURRENT

OFFICIAL



SPONSOR

INTERSTATE
BATTERIES



Volume 13, No. 3

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

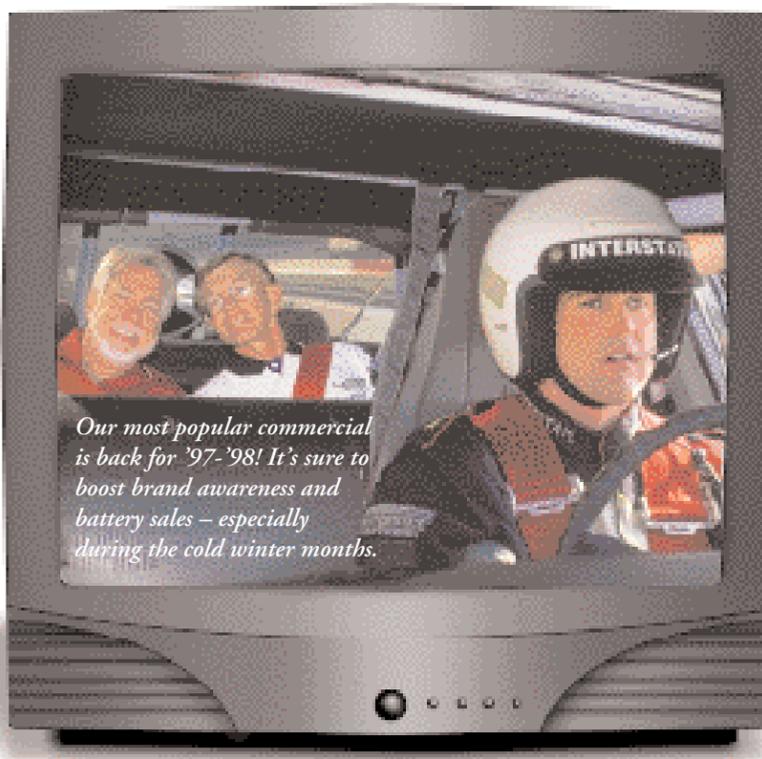
October 1997

Weather's Cold. TV's Warm. Battery Sales Are Hot!

We're making the most of two powerful forces at work as summer gives way to fall and winter: Weather and TV.

As you help your customers prepare for the coming cold weather by checking their batteries, Interstate will reach them with the most visible tool we have to help you sell more Interstate product – TV commercials!

“Interstate Batteries continues to buy the best programs that reach more of our targeted audience,” said Charles Suscavage, Vice President of Advertising-PR. “Other battery companies have chosen to buy a bunch of cheaper commercials on less watched shows, what we call ‘tonnage.’ As a result, the same limited number of viewers see the same ad over and over.” He explained,



“We buy the high-quality, high-reach shows like NFL games that result in more brand awareness and more battery sales for our Dealers.”

This is the season for serious TV watching. And we'll be where it counts. NFL Football. The Packers. The 49ers. The Eagles. The Cowboys. Thursday night, Sunday and everyone's favorite, “Monday Night Football games”!

In Canada, NHL Hockey heats up. The Maple Leafs. The Canucks. The Canadiens. The Oilers. The Flames. The Senators.

Every fan is looking forward to the rivalries, playoffs and the final point standings to come, preferably on a big-screen TV with theater surround sound!

See Fall/Winter Ad Blitz, page 2

INSIDE
THIS
ISSUE



Introducing
Team's New
Jack Man,
Jason Lee
p. 3



Dion Hibdon
Wins The
Classic!
p. 6

10 Years of Excellent Ratings!

Since 1987, America's leading consumer magazine has consistently rated Interstate Batteries' product excellent! What makes this news even more significant is the fact that the performance of other battery brands has varied, leaving Interstate the only brand that has rated superior test after test.

As an Interstate Batteries Dealer, you know that consistent performance is a result of our commitment to product QUALITY and FRESHNESS, which the recent article alerts consumers to look for when buying a battery. With the Interstate System's product rotation, extensive delivery network and dedication to service, you're able to provide a fresh, dependable Interstate battery to your customers all through the year. Every year.

We've created a poster inside to provide some helpful buying facts and to show how Interstate performs beyond the test labs – in

your customers' vehicles! Please display the poster where everyone can see it, in your waiting

area or on a door, to help value-conscious consumers make a better battery-buying decision. Thanks for helping to keep Interstate Batteries #1! ■



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

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

Fall/Winter Ad Blitz

Continued from page 1

And what about the weather? Hit the remote and up pops the Weather Channel. Almost hourly they warn, "Get ready... winter is on the way!"

Returning this year will be the most-liked commercial Interstate has ever aired. It stars NASCAR Driver Bobby Labonte, NFL Hall of Fame Coach Joe Gibbs, owner of Joe Gibbs Racing, and Norm Miller, Chairman of Interstate. The commercial focuses on Bobby and his "fully-loaded" race car, which we discover comes with mini-refrigerator, foot massager, track lighting and espresso maker – even a window air conditioner! He explains that with all of these unusual race options, it's a good thing he has the power of an Interstate battery in his car. Suddenly, we discover Joe Gibbs and Norm Miller sitting in the back seat behind Bobby, watching the race on a big-screen TV. "Hey, Bobby," Norm asks, "Are those burritos done yet?" The car thunders down the track as we hear the sound of the "ding" of a microwave.

The funny, off-beat "Fully Loaded" TV commercial first appeared on network and cable TV in the Fall/Winter of 1996-97. The reaction from NASCAR fans and other TV viewers was immediate. They loved it. In fact, ESPN even ran a series of TV spots for their NASCAR "Ride Along" promotion that picked up on the "back-seat" joke first aired in the Interstate commercial. Millions of potential battery buyers saw the "Fully Loaded" TV commercial and

laughed with us as the message of dependable power came through in the most visible and memorable way possible. Because the commercial was so well received, we plan to run it again this Fall and Winter as the centerpiece of our TV advertising blitz.

The commercials in the United States will begin to air starting in November on Thanksgiving Day and will continue to run on network



and cable TV through

January of 1998. The programs selected for this season's advertising push will leverage Interstate's sponsorship in NASCAR, the fastest growing spectator sport in North America, and its position as an Official Sponsor of the NFL, the highest rated television sporting events in America.



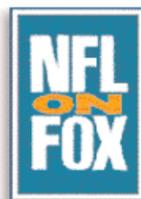
OFFICIAL SPONSOR

"Fully Loaded" TV commercials will be seen in some of the biggest match-ups on ABC, NBC and FOX, all of the way into the playoffs.



Interstate commercials will even be selling the #1 replacement brand battery in America to the tens of millions who tune in faithfully to watch "Monday Night Football" on ABC. For instance, Interstate will sponsor the Buffalo at Miami game on Dec. 15 and the Detroit at San Francisco match-up on Dec. 22.

On FOX, Interstate will cosponsor some of the top NFC games including Dallas at Green Bay on Nov. 23; the regional NFC



Advertising Schedule Highlights - USA

11/23	FOX	NFC Single - Dallas @ Green Bay
11/27	NBC	Thanksgiving Pre-Game - Tennessee @ Dallas
11/30	NBC	AFC Game #2 - Miami @ Oakland; Pittsburgh @ Arizona
12/07	FOX	NFC Pre-Game
12/07	FOX	NFC Regional - New York @ Philadelphia; Green Bay @ Tampa Bay; St. Louis @ New Orleans
12/14	FOX	NFC Pre-Game
12/14	NBC	NFL Pre-Game
12/14	FOX	NFC National - Green Bay @ Carolina
12/14	FOX	NFC Regional - Dallas @ Cincinnati; Detroit @ Minneapolis; Philadelphia @ Atlanta; Tampa Bay @ New York Jets
12/15	ABC	Monday Night Football - Buffalo @ Miami
12/20	FOX	NFC Saturday - St. Louis @ Carolina
12/20	NBC	AFC Game Saturday - Buffalo @ Green Bay
12/21	FOX	NFC Pre-Game
12/21	FOX	NFC Single - New York Giants @ Dallas; Philadelphia @ Washington; Chicago @ Tampa Bay; Atlanta @ Arizona; New Orleans @ Kansas City
12/21	NBC	AFC Game #1 - Baltimore @ Cincinnati; Indianapolis @ Minnesota; Pittsburgh @ Tennessee
12/22	ABC	Monday Night Football - Detroit @ San Francisco
12/25	ABC	Blue/Gray Football - TBD
12/25	ABC	Aloha Bowl - TBD
12/28	NBC	Wildcard - TBD
1/03	NBC	NFL Live Playoffs - TBD
1/04	NBC	NFL Live Playoffs - TBD

game on Dec. 7; Green Bay at Carolina and the regional NFC game of the day on Dec. 14; St. Louis at Carolina on Dec. 20 and a regional NFC game on Dec. 21.



On NBC, Interstate will co-sponsor the Thanksgiving Day game, Tennessee at Dallas, on Nov. 27; the second game on Nov. 30 – Miami at Oakland or Pittsburgh at Arizona; the Saturday game on Dec. 20–Buffalo at Green Bay; and Game #1 on Dec. 21 (regional match-ups).

In Canada, the number of Interstate Batteries television commercials will TRIPLE in 1997-98! That means that millions more potential battery

buyers in Canada will be pre-sold on the "Power Fast. Built to Last" battery during the



height of the battery replacement season. Television commercials will be seen mainly on TSN and Global Television Network starting in November and running through February of 1998.

Other big advertising news in Canada is the addition of a regular TV sponsorship of NHL hockey. Starting in November, Interstate will sponsor a feature on TSN called, "The Interstate Batteries Save Of The Game," which will include opening and closing billboards (mentions of Interstate's name in the title of the feature) and a 30-second



commercial following each airing of "The Save Of The Game."

Also new this year is Interstate's sponsorship of "Headline Sports," a new all-sports cable network. Interstate will be seen in the prime 6-to-8 p.m. time slot in November and December.

The Canadian advertising schedule will also include NFL football broadcasts (regular season, play-offs – even the Super Bowl!), which

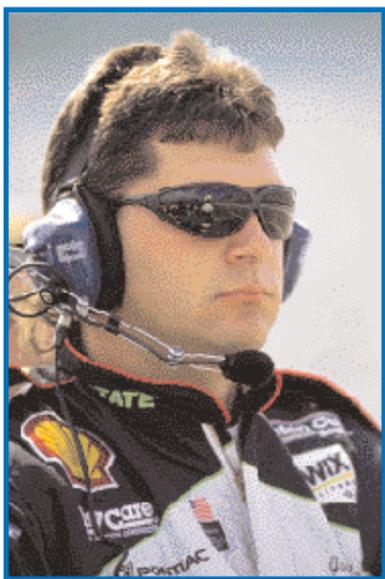
Consumer research* shows...

customers are more likely to buy a brand they know, especially when it's recommended by someone they trust for automotive maintenance advice. Of course, no advertising medium builds brand awareness quicker than television.

Research also indicates that your customers are much more likely to want to buy an INTERSTATE after they have seen our TV commercials. So when you recommend an INTERSTATE battery to someone who has seen our TV commercials, they are more likely to recognize the quality of the brand and appreciate your advice. They will drive home with confidence having the INTERSTATE battery you recommended for the months of bitter cold and winter driving ahead for millions of North Americans.

* Consumer Tracking Study 1996 by Decision Analyst





Jason Lee
Fabricator/Jack Man

Recently, you may have noticed a new face on the Interstate Batteries/Joe Gibbs Racing pit crew. Since the Aug. 2 Brickyard 400 in Indianapolis, Fabricator Jason Lee, who joined the Winston Cup team in November '96, is also showing off his skill and speed as Jack Man for Bobby Labonte. Jason's addition to the over-the-wall pit crew is a great help to Crew Chief Jimmy Makar, who has worked double duty jacking up the race car and overseeing pit stops for six years. We spoke with Jason in the JGR fab shop – with the sounds of welding and grinding metal filling the air – to ask about his new role.

What kind of experience did you need for the Jack Man position?

At first, Jimmy and Joe were looking for a backup Jack Man. They asked me if I would do it, and I started practicing behind the shop in May. Then in the summer they decided Jimmy needed to watch over more what was going on during the pit stops, and to be relieved of any responsibility other than Crew Chief. So they just decided it was time that I start.

Did it take some time getting used to the jack for the race car, as opposed to the one you use on a street-legal car?

It's not too bad because the jacks are pretty light. It's more just getting used to everything that's going on around you.

How many guys go over the wall?

Seven. But you also have five or six guys on the other side of the wall that hold the sign for Bobby to stop and that can hand tires over the wall, that can hand water over to Bobby on a pole.

New Face in the Fast Lane

How physically demanding is your job on the pit crew?

Not that much, really. I think it's more of a technique. A lot of people say that the Jack Man has to be big because the jacks are hard to push down, but I think a smaller Jack Man can also be good because he can get around the car faster. As long as you have the right technique, you can get the car up.

What are you working on in your technique?

Basically I'm working on getting around the car faster. From the right side to the left side is where a Jack Man needs to be fast. You have plenty of time to get the right side up but it's hard to get to the other side because you let your tire changers go before you and you're the last one. Their speed is dictated by how fast you can get the other side of the car up. You do what you have to do to make their job a little easier but still not go too fast where you start making mistakes.

What's a mistake that you try to avoid?

The hardest thing would be to miss the jack posts and jack the body rather than the posts. And if you do that, the other guys are waiting on you. I'd say that's the biggest mistake that can happen – that or letting the car down too early before the tire changers are done.

What goes through your mind when you go over the wall?

It's exciting; it's kind of a rush. You're jumping out in front of cars coming at you down pit road. It just makes you feel more a part of the race itself, because you can actually have an effect on how the race goes by having good pit stops and getting the car out front.

Is there an element of danger to being on the pit crew?

Yeah, I guess so. You need to keep an eye out for the crazy drivers that'll come pretty close to hitting you. But that rarely happens and you really shouldn't think about that too much. If you worry about that all the time, you'll always be looking around instead of doing your job.

What do you do between the pit stops?

Mainly get stuff ready for the next pit stop. Then you just sit there and stay ready because Bobby could get a flat tire anytime, and you could pit when you're not expected to pit. Everybody

knows not to leave your assigned spot behind the wall.

Tell us about your job during the week.

I work in the fab shop Monday through Friday with four other Fabricators. I usually put the noses on the car (you know, we hang our own bodies here). Basically I put the front ends on and then we all do whatever we need to as far as building the race car. No one really has a specific job. It's more of knowing what needs to be done and whoever's free does it.

How did you get involved in racing?

I used to live in Connecticut, where I worked for my uncle in his body shop. Some friends asked me to paint their Modified race car and basically I just started by working on their car for a couple of years. Then I moved down here to Charlotte and changed tires for Joe Nemecek's team two years before coming here last November.

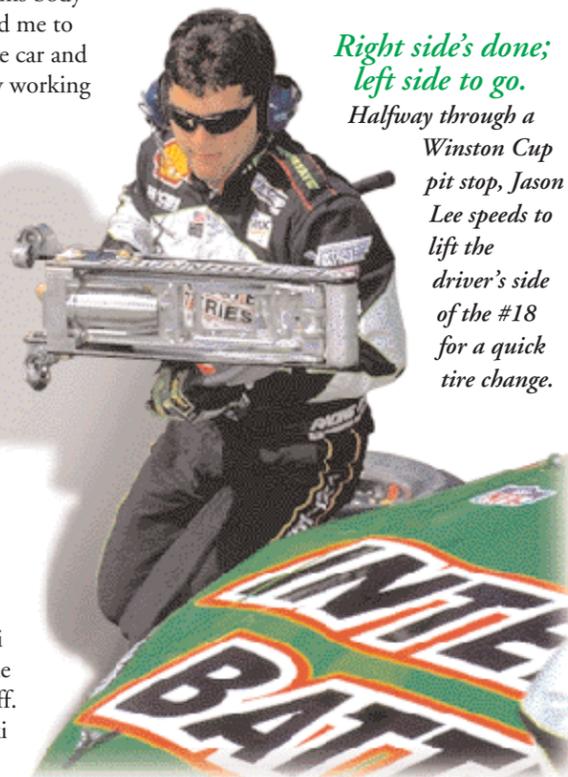
What are some of your outside interests?

Jet skiing is my biggest hobby. I bought a jet ski and like going out on the lake when I have time off. In the winter I like to ski when I get the chance,

but it's been a while since I've gone. So that's pretty much what I like to do when I have time.

Growing up, did you think you'd end up in the racing business?

No, not really. Even back home when I got started in racing with a small operation, I didn't think I'd do this permanently. It was just something I enjoyed so I decided that while I was young I'd make the move to Charlotte and do it. That was about five years ago, and I don't plan on making any career changes. I enjoy coming to work and doing the job. This is where I want to stay. ■



Right side's done; left side to go.

Halfway through a Winston Cup pit stop, Jason Lee speeds to lift the driver's side of the #18 for a quick tire change.

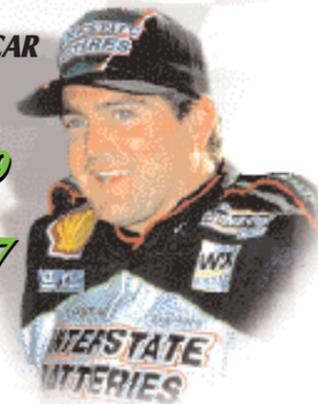
Cast Your Vote...

for Bobby Labonte as the NMPA NASCAR Winston Cup Most Popular Driver!

On a touchtone phone, dial in the U.S. **1-900-903-0909** (79 cents per call)

In Canada, dial **1-900-830-3847** (89 cents per call)

Voting ends November 18, 1997
Sponsored by the National Motorsports Press Association, NASCAR and Winston





INTERSTATE

5 Steps to Great Starts

1 Determine your vehicle's CCA needs.

Industry standard Cold Cranking Amps (CCA) show battery's ability to deliver its rated amps for 30 seconds at 0° F or -18° C. Beware of ratings such as Cranking Amps (CA) or Hot Cranking Amps (HCA) tested at higher temperatures to make numbers look higher.

2 Check your Reserve Capacity requirements.

Reserve Capacity (RC) tells you how many minutes the battery can supply 25 amps of power at 80° F or 27° C without falling below 10.5 volts. It measures battery staying power for your electrical system in case of alternator failure.

3 Check the Warranty!

Is it no-hassle? Do you have to return it to the place of purchase? How long is the free-replacement period, and is it a nationwide warranty? *Interstate has a no-hassle, 18-month, free-replacement warranty policy available at its more than 200,000 dealer locations across the U.S., and in Canada, Puerto Rico and the Dominican Republic.*

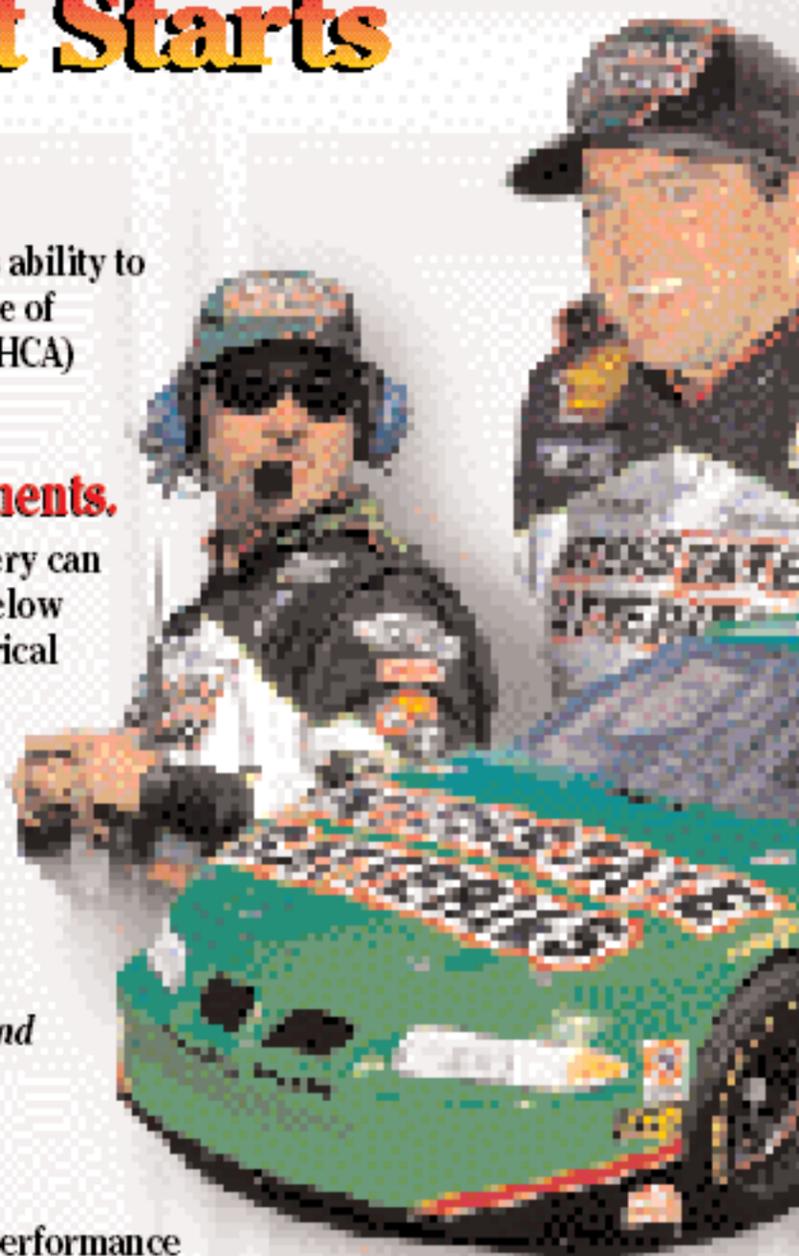
4 Check for Battery Freshness!

Batteries that sit on a shelf too long may not provide the performance you need. Learn to read battery date codes, or ask for help. *Interstate Batteries are tested for freshness on a regular basis for FRESH POWER. GUARANTEED!*

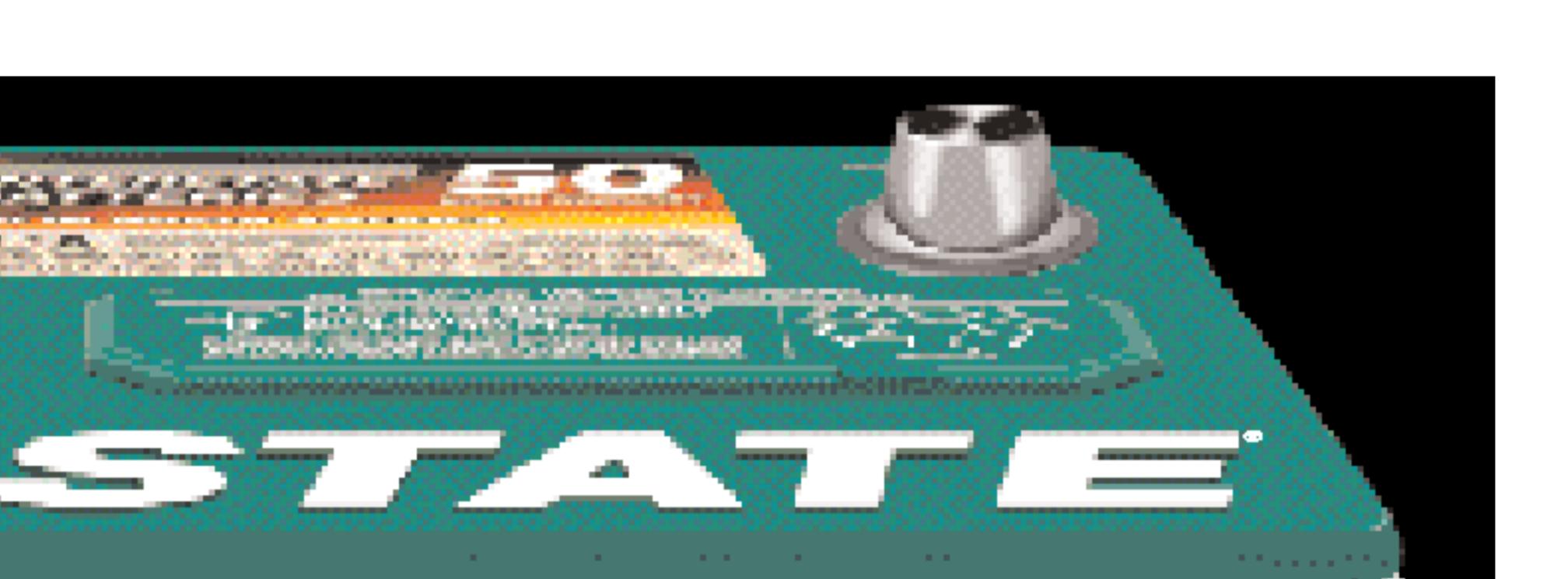
5 Consider Value, not just Price.

Before you buy, ask a professional's advice or check test results to learn which products rate highest in CCA and RC performance. Basing your decision only on price, without considering performance or warranty, may mean you'll be back to buy another battery very soon.

The fact is, Interstate is your best choice for value!



Consumer Magazine Excellent 10 Year



STATE

Tops in Power!

Since 1987, America's leading consumer magazine has consistently rated Interstate Batteries' product excellent! What makes this news even more significant is the fact that the performance of other battery brands has varied, leaving Interstate the only brand that has rated superior test after test. And it's not just in laboratory tests. Interstate Batteries perform excellent around the NASCAR tracks and in *your* vehicles!

Testimonials

Having been a happy and extremely satisfied user of Interstate batteries since I've been old enough to drive (getting full warranty out of every one of them), it was a bad mistake to try another brand. Upon returning it, the service manager said to buy Interstate and avoid everything else like the plague. Sage advice."

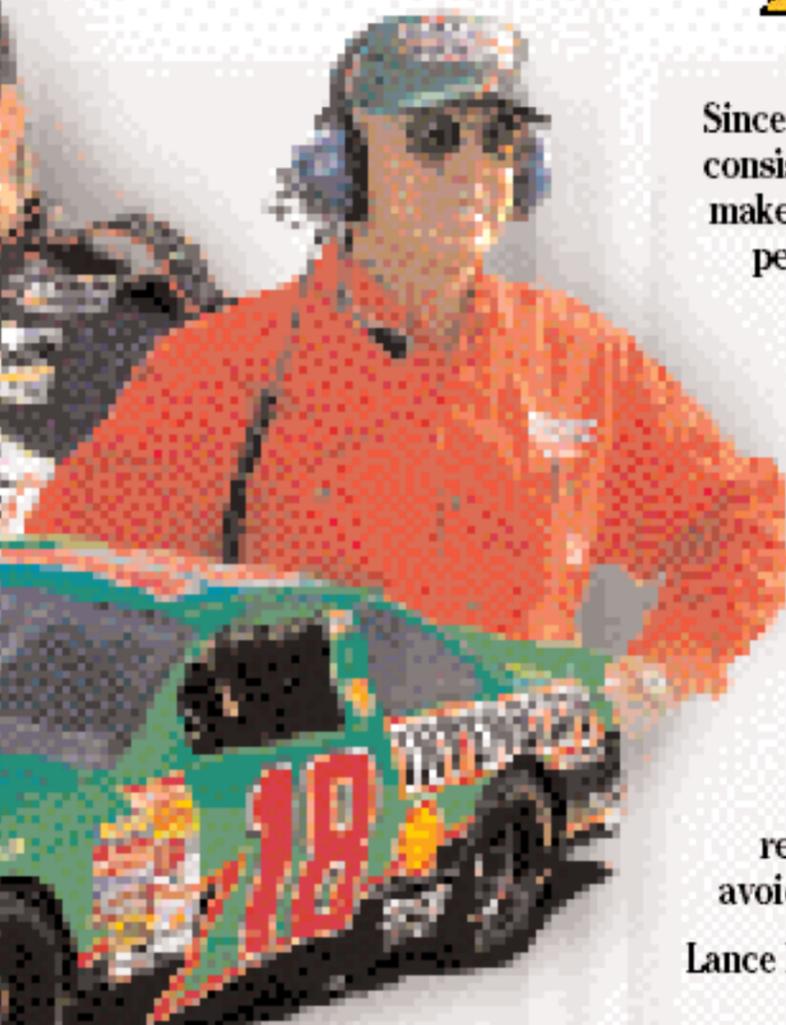
Lance Parr - College Station, TX

The world of auto repair experts say Interstate Batteries are a good choice because they work well in all climates. We rarely see a defect caused by the Interstate battery itself, and corrosion is virtually eliminated. You really do provide a great product."

Douglas Powell - Autoworks, Morganton, NC

I am constantly adding things to my car while using its stereo system for six or seven hours at a time. Even though I never start the car during this time, I haven't had any problems with the battery. I am seriously impressed."

Paul Yadlosky - Monroeton, PA



**Interstate
BATTERIES**



me Rates Interstate rs and Counting!



Hibdon Reels in BASS Masters Victory!

For Interstate Batteries angler Dion Hibdon, the tournament win of a lifetime came when he least expected it. As the three days of the world-renowned BASS Masters Classic® drew to a close on Aug. 9, the professional fisherman had lost five good bass but still reeled in an impressive first-place weight, resulting in a \$100,000 grand prize.

Dion said the announcement that he had won the championship was both sweet and unexpected. "Did I know all along that I was going to win? Heck no!" he said. "I couldn't believe it, because I was afraid that I was going to come up a little bit short...it was not an easy day of fishing. It was exhilarating to realize that I had finally won."

After moving up steadily from sixth place to fourth on Birmingham's



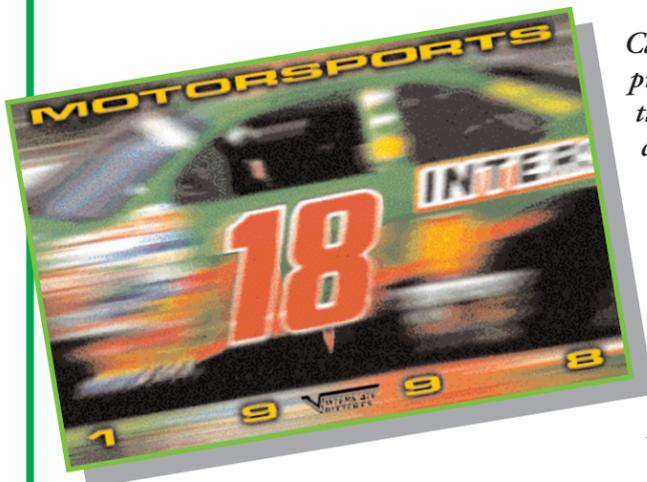
Dion Hibdon, winner of the '97 BASS Masters Classic.

Lake Logan Martin, Dion's 15-bass total of 34 lbs. 13 oz. won by a single ounce and made for a spine-tingling finish – the closest in the event's 27 years.

Interstate Batteries began sponsoring Dion and his father, Guido (two-time Bass Angler of the Year), in 1990 and since has seen Dion qualify for five Classic tournaments and finish second in the BASS Masters Tournament Trail twice.

The younger Hibdon's reign as 1997 BASS Masters Classic champion is especially meaningful to his family in light of Guido's own Classic victory in 1988, making them the first father-son winners of the prestigious tournament. Congratulations to the Interstate Batteries world-class fishing family! ■

It's Calendar Time!



Calendar Trivia: To produce our more than 200,000 calendars it takes well over 400 hours of design, about four train box car loads of paper (mostly recycled) and more than 70 hours of printing press time.

Interstate Batteries has designed their 15th calendar, this year featuring more than 40 full-color photos! All through 1998 you'll trace Interstate motorsports activities and more including:

- AMA SuperBike Pole Award,
- NHRA Associate Sponsorship,
- Official NFL Sponsorship, and of course,
- Winston Cup's Team #18 with Bobby Labonte and the crew!

Similar quality calendars often sell for more than \$10. When we put it all together, the 1998 Motorsports Calendar promises to be a new favorite among Interstate Dealers, and you could receive yours very soon! ■

Interstate's Web Site Sends You Customers!

www.interstatebatteries.com®

For an Interstate Batteries Dealer Near You, Call... 1-800-CRANK IT  or Click Here!

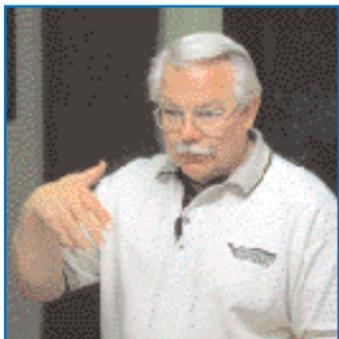
We're extremely pleased to announce that consumers can now go to Interstate Batteries' web site to locate an Interstate Dealer! To try it out, just go to www.interstatebatteries.com, then click on the online Dealer Locator. As you can see, you'll simply enter a zip code and "enter" (or the submit button) and zing-zoom-bam, you get three Dealer locations! Hit the submit button again, receive three more. (Rotating Dealer names in this manner ensures each Dealer in the zip code gets an equal amount of exposure to consumers.)

More and more consumers are getting Internet savvy, so this locator, like our 1-800-CRANK IT phone number, provides a fast and easy way to find you, our Interstate Dealers. We're very excited to add this locator to your national advertising support. It's a great way to tap into the world wide web of battery buyers, 24 hours a day! ■

TECHTALK

WITH INTERSTATE® BATTERIES PROCLINIC® INSTRUCTOR GALE KIMBROUGH

GALE KIMBROUGH



Finding "Ground Zero"

We often ask, "What's the bottom line?" When discussing major factors affecting efficiency of the vehicle's electrical/electronic system, the bottom line is "ground zero." Let me explain.

Ground zero is actually referring to the zero volt potential differentiation point of contact (-) when compared to the (+) terminal of the battery. This zero volt reference

point, on a negative ground system, originates at the battery's negative terminal.

Voltage is often termed as an electrical pressure or Electromotive Force (EMF). The battery produces this electrical pressure as a result of an internal chemical reaction. That pressure is then made available via the positive and negative battery cables to the vehicle's electrical/electronic system. In the case of the negative terminal, the entire frame and engine becomes a zero reference point or ground when connected properly. Well, this is true in a perfect situation. What happens when this zero reference is not perfect? ...Reality!

the circuit? That depends on the conductor type, amount of corrosion and quantity of electrical current through that contact point. Corrosion, especially on the ground side, may not be visible to the human eye or even detectable by an Ohm meter, but it is always there.

Electronic Connections

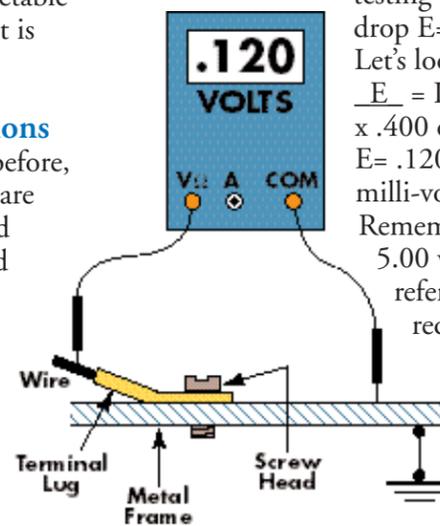
Today, more than ever before, automotive technicians are faced with detection and correction of the ground zero resistance factor. This is very critical today on computer circuits because they operate on a low voltage and current level. When small amounts of resistance are established on connections, a high percentage of current and voltage can be lost. The result: a pressure leak (voltage drop) and current flow restriction. Some loss of voltage is normal but, what if?

For example, what if we have a three-wire TPS (Throttle Position Sensor). One wire is the 5.00 volt reference wire, another is a return wire to the vehicle's computer and last but not least, a ground wire. If there is contact resistance on any of the connections, the information (in voltage) returning to the computer will be invalid or skewed. Let's say this sensor requires 300 milli-amps for proper operation (less than 1/3 of an amp). A ground side resistance of only .400

ohms (400 milli-ohms) to ground may totally disrupt its proper operation.

Detecting the Problem

The most accurate means of detecting this resistance is by testing voltage drop $E = I \times R$. Let's look!
 $E = I (.300) \times .400 \text{ ohms}$ or $E = .120$ (120 milli-volts). Remember the 5.00 volt reference required to



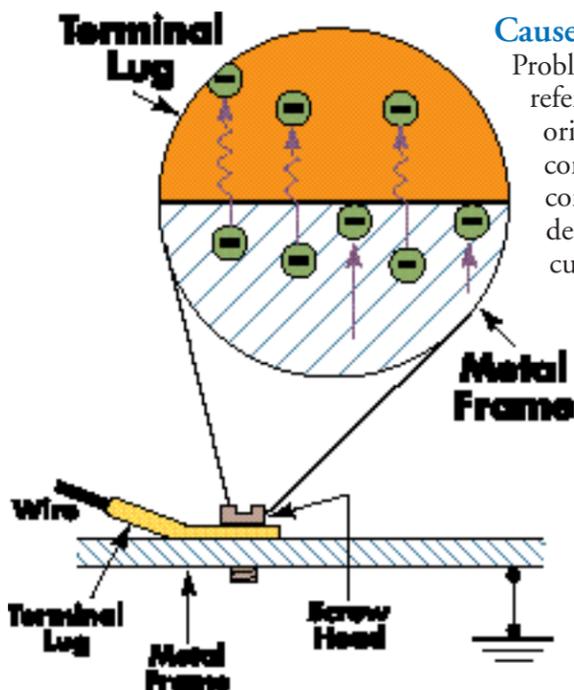
Here we see how a dirty connection prevents a good ground.

power this sensor. Now the maximum is 4.88 volts. Oops!

Many technicians have found that as little as a .050 volt loss to a computer or sensor can affect driveability.

Clean Grounds

Every vehicle you deal with has some amount of unwanted ground resistance created by corrosion. That's why, especially in this maintenance-free world, it's become more important than ever to establish ground zero. Always **Inspect, Detect and Clean!** ■



The unseen enemy. Corrosion creates resistance to current flow.

Cause and Effect

Problems with the zero reference point (ground) originate when metallic corrosion allows a contact resistance to deny full access to current flow. Corrosion will accelerate depending on the amount of moisture; the type and amount of impurities (like salt); temperature; etc. When electricity attempts to flow through this corrosion, it encounters an unwanted resistance to circuit current flow. How much will it affect



Training for Today's Professional Technicians and Mechanics

Look for these three-hour Automotive or Commercial ProClinics coming to your area! For details, please call your local Interstate Distributor.

- Oct. 28, 29, 30 Liberty, Newburgh and Suffern, NY (IBS Southern NY)
- Oct. 29 Des Moines, IA (IBS Des Moines)
- Oct. 30 Huxley, IA (IBS Upper Iowa)
- Nov. 3, 4 Ledgewood, NJ (IBS Northwest Jersey)
- Nov. 11, 12, 13 Long Island, NY (IBS Long Island)
- Nov. 17, 18 Waynesville, NC (IBS Great Smokies)
- Nov. 19 Mauldin, SC (IBS Southern Piedmont)
- Nov. 20 Spartanburg, SC (IBS Southern Piedmont)

You Can Help a Child

If you know children who need medical treatment for orthopaedic problems or burn injuries, there is a place where they can find help. Children under 18 can receive free medical care at Shriners Hospitals, one of the leading pediatric orthopaedic and burn care hospital systems in North America. All care is provided without any cost to the patient or parents.

By combining quality medical treatment, progressive research and innovative teaching programs, Shriners Hospitals are at the forefront of orthopaedics and burn care and have aided more than 530,000 children since 1922. For information about treatment for a child who needs help, call 1-800-237-5055 (U.S.) or 1-800-361-7256 (Canada). ■



Recreational therapy in a caring and colorful environment.

Straight From the Track!



These three trackside items are now available for you to purchase even if you can't make it to the race! This fully embroidered green/black hat is sure to bring compliments your way. And for race fans on the go, this thermal mug is a big hit, fitting cup holders in most any car. Plus, there's no better way to show your support for the team than with this colorful bumper sticker featuring the #18 race car. Don't miss your chance to collect these popular items from the track!

To Order:

Call Toll Free

1-800-338-6016 or
1-704-784-1802 or

Mail this order form to:
MOTORSPORTS BY MAIL
2845 Armentrout Drive
Concord, N.C. 28025

Or fax to:

1-704-788-8414

SHIPPING RATES (No CODs Please)

\$0.00 to \$10 - \$3.00
\$10.01 to \$35 - \$5.75
\$35.01 to \$75 - \$6.50
\$75.01 to \$100 - \$8.50
\$100.01 to \$250 - \$10.50

Description	Item#	Qty	Price	Total
BL side #18 Green Hat	BL6007GN		\$19.99	
BL Thermal Mug	BL8027AS		\$4.99	
BL Bumper Sticker	BI7007AS		\$2.99	

**Please allow
12 weeks for
delivery.**

Subtotal _____
Tax (NC residents only add 6%) _____
Shipping & Handling _____
TOTAL _____

Please print clearly

Fax # (____) _____

Name _____ Day Phone (____) _____

Mailing Address _____ Apt. # _____
(Required)

City _____ State _____ Zip _____

CHARGE TO MY:

VISA

MasterCard

Discover

Check enclosed (Make checks or money order payable to: MOTORSPORTS BY MAIL)

Card Number _____

Exp. Date _____

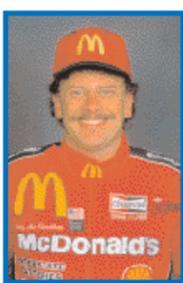
Name on Card _____

Signature _____

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

Drag Racing Teams Speed to Success

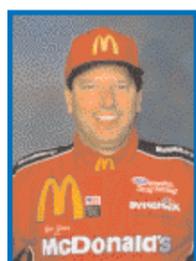
The '97 NHRA season is nothing short of exciting for the Interstate Batteries drag racing teams.



Cory McClenathan

It's been a record-breaking year for Top Fuel Driver Cory McClenathan, who has tied the division record with a four-race win streak in addition to setting several personal records. Achieving three

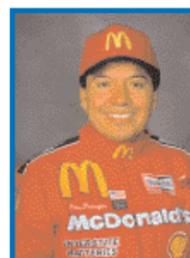
or more consecutive wins was a career first for "Cory Mac," and he quickly surpassed his highest number of wins in one season (three). As of this printing, he is second in the standings with six straight final-round appearances and five victories in the last eight races. As Cory says, "Our main focus right now is on the series championship."



Jim Yates

Meanwhile, Jim Yates has been leading the Pro Stock pack

with eight victories as well as holding first place in points for more than half the season! With a handful of races to go, Jim is one win away from surpassing his '96 feat of eight victories and is very close to clinching his second series championship.



Cruz Pedregon

Steering the Funny Car is Cruz Pedregon, who recorded a career-best speed at 312.71 mph in May, and also was honored by the Berroa Sports

World organization with a national Hispanic sports award. As the racing season comes to a close, we're proud to cheer Cruz and these Interstate associates on to greater success! ■

"O come let us sing for joy to the Lord;
Let us shout joyfully to the rock of our
salvation. Let us come before His
presence with thanksgiving; Let us
shout joyfully to Him with psalms.
Come let us worship and bow down;
Let us kneel before the Lord our Maker.
For He is our God..."

Psalm 95:1-2, 6-7a

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

INTERSTATE® BATTERIES
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Dealers Head to Phoenix Race

Congratulations to our latest winners, Interstate Dealers Anh Vo and Jay Tallent, along with their guests, who are headed to the Duralube 500 in Phoenix Nov. 2, on Interstate Batteries! Their prize includes round-trip airfare, hotel accommodations, plus

race and hospitality tickets. Thank you to all who participated in this drawing announced in the May 1997 CURRENT, which resulted in more than 5,000 Dealer entries. We appreciate your commitment to sell Interstate Batteries. ■



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