

# CURRENT

OFFICIAL NFB™ SPONSOR



Volume 14, No. 3

Look for us on the Internet at [www.interstatebatteries.com](http://www.interstatebatteries.com)

November 1998

## INTERSTATE RATES TOPS And The Best Just Got Better!

Interstate rates tops again according to a leading consumer magazine. This is the fifth time our products have been tested against competitors in the past decade and the fifth time Interstate® has been rated among the best. The Mega-Tron® 58 and Mega-Tron Plus 78DT received superior marks; in fact, the Mega-Tron Plus was the only product to receive the highest rating in both CCA and Reserve Capacity. But what's even better news is that, the best just got better!



The magazine article pointed out that the Interstate batteries they tested were not the redesigned units that have just been

introduced. That's why it is so important that you tell customers just how significant Interstate's PINNACLE™ Technology is. Simply put, this chemistry change is the greatest advance seen in batteries in years, and it will bring noticeable improvements to Dealers and consumers alike.

The most exciting news is that Interstate's new technology offers 16% to 22% longer life!

To find more about PINNACLE™ Technology and how you can explain its advantages to your customers, please read Tech Talk on page 6. ■



Interstate's New TV Commercial p. 3

Vote for your Route Sales Manager p. 7



New Record July, 1998

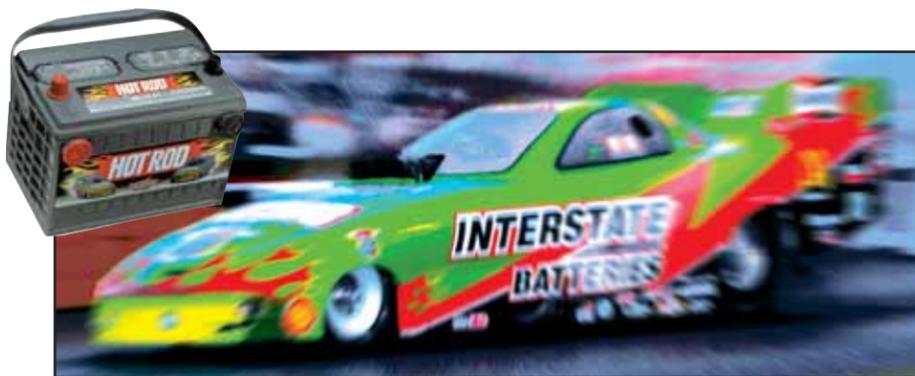
## Introducing the HOT ROD Battery

In January 1999, Interstate will introduce a new HOT ROD battery line! This new line will provide the power your performance customers, as well as light truck and van owners, require to keep their vehicles running to top standards.

The HOT ROD battery line by Interstate Batteries will feature a 72-month prorated warranty and an 18-month free replacement warranty, which can be adjusted through any Interstate Dealer.

"Getting the #1 replacement battery company together with the #1 performance car experts at HOT ROD Magazine and the Petersen Companies results in a very reliable and very rugged battery," explained Interstate Batteries President Tom Miller. "A real smart buy for some of your toughest customers."

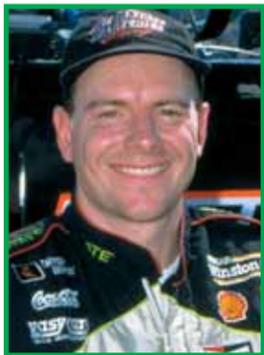
Just let your Interstate Route Sales Manager or Distributor know if you'd like to carry the exciting new HOT ROD battery from Interstate Batteries! ■



The Interstate Batteries Funny Car is sure to inspire HOT ROD battery sales in 1999.

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



**Todd Meredith**  
Winston Cup Front Tire Carrier



**Wade Crews**  
Funny Car Assistant Engine Builder

# Dedicated Duo

**Y**ou'd probably say Todd Meredith is a jack of all trades. A Front Tire Carrier for the Winston Cup team on weekends, he also handles the team's health benefits, is in charge of their computer networking and capital purchasing, and most importantly at the moment, he's overseeing the construction and move to an all-new race shop. Here's how Todd – a guy who ironically had never seen a race before joining Joe Gibbs Racing in 1992 – helps keep the race team going.

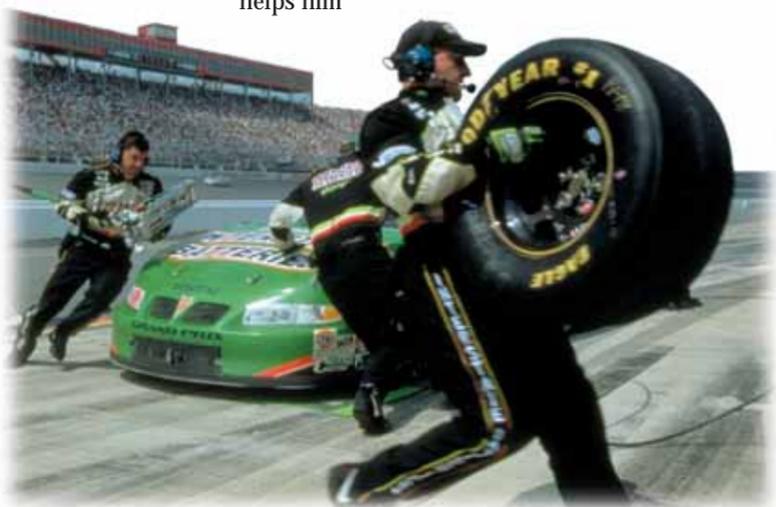
**Is Front Tire Carrier the only position you've done?**

Yeah, it is. Consistency is real important. The seven guys that go over the wall, we've been together for a year and a half now, and that time makes a big difference. After we were together for about six months we really started clicking, and ever since our big leap in improvement last fall, we've continued to improve gradually since then.

**What do you do between pit stops?**

I sit on the left side of Jimmy Makar, and I'm his information source. I run a laptop computer that does all the rundowns of the lap times and it also has the satellite feed with TVC on it. I take notes on what Bobby says during the race: whatever changes we make during pit stops, when cautions come out, when we pit, when the other good cars pit.

A lot of Bobby's success depends on the crew. That's a big responsibility....We have a lot to do with how our team runs. If we have good pit stops, it helps him



*Hired on the team as an accountant in '92, Todd Meredith is a long-standing member of the pit crew and an integral reason for their success.*

with his attitude. And if we have bad pit stops it can discourage him. Plus at a lot of the tracks we go to, it's really hard to pass people. So if we have a good stop, well, it's just a lot easier for him to pass people in the pits than it is on the race track. We've put in a lot of effort to have a good pit crew, and I think now we're one of the best couple crews on pit road. It's really paying off for us.

**How does the pit crew prepare for a new season?**

A few weeks before Daytona we'll probably do pit practice three nights a week and get all the bugs worked out. It's challenging to get back in the groove after the off-season because you're rusty. And the thing is, you can try as hard as you want to reproduce a race in practice, but you can't do it. It's not the same as doing it live. So this year at the beginning of the season we worked at the first 10 Busch races too, and that was real good practice. Now we're talking about the #18 car doing six Busch races next year and the #20 car doing six. That'll be good for us.

**How's the new race shop coming along?**

We're planning on moving in the second or third week in December. It's a lot bigger, about four times the size of the current one. The motor room's going to be five times bigger than it is now. We're also going to have an area to build our own chassis, which we don't have now. Most everything that's in the new shop we have now, just on a lot smaller scale. ■

**W**ho on the Interstate® Batteries/Hot Rod Funny Car team calls himself a "roving mechanic," used to play drums in a band and is now picking up guitar? It's Wade Crews, who's closing in on his second season on the Funny Car pit crew. Between rounds on race weekend, Wade gives his full attention to the bottom half of the motor – changing out bearings and rods and inspecting the crank and rods. We don't see much of Wade because he's usually underneath the Pontiac, doing his part to provide a safe car for Cruz Pedregon – and especially a fast one!

**How did you get in this line of work?**



*Wade Crews does his part to keep the Funny Car in tip-top shape. Wade is responsible for everything dealing with the bottom half of the motor.*

I was a mechanic for nine years, and basically I was in the right place at the right time. My mother-in-law used to work for an Indy Car team, and I decided I wanted to make a career change to work on Indy Cars. Well, right about that time, she ended up becoming the secretary here for Joe Gibbs. Turned out they had an opening, they gave me a call and we discussed it. I decided to go drag racing instead of Indy Car racing, and here I am.

**Do you have any kind of mentor in racing?**

Well, Jason McCulloch, Kirk Butterfield and Scott Wible have all trained me to where I can do any of their jobs. When we come back to the shop, I build short blocks, I build heads or if Jason needs help in the clutch area or rear ends, I help with any of that. Everybody here teaches you what to do in case something were to

happen to them. And it has to be that way because things do happen.

Nobody is above any job on this team. You're taking a driver's life in your hands when you work on these cars. So everybody's got to be able to put in 100 percent.

**Is working under the Funny Car dangerous?**

There are things that happen.... The first thing I do during teardown is take the oil pan off of the car, and the clutch area feels about

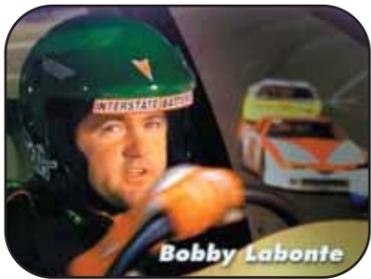
1200° back there. It's hot and there are sparks, and I've had a few incidents where the nitro methane fumes in the pan have ignited from the sparks of the clutch and caught fire. It burns hair off the guy that's standing up, and you spill oil everywhere. But it's better than having a burnt arm. When that happens, the fire goes out just as quick as it ignites, and it's not that big a deal.

**How does your team compare with others?**

Well, there are a lot of good teams out there, but when it comes to the way our car runs and cleanliness – you could give our car the white-glove treatment and it would come out with a white glove. Compared to other teams, we're probably the best organized, the cleanest and we work great together. ■

# The Official Battery of the Family Car.™

**New TV Ad & Tagline Break as Battery Sales, Network & Cable Viewing Soars**



1. To prove the power of Interstate Batteries...



2. ...today I'll be racing the family cruiser...



3. ...with my family and a couple of close friends...



4. ...currently, we're running first and the battery's doing just fine...



5. ...Norm and Joe are catching a few rays...



6. ...Junior's enjoying a race of his own...



7. ...and my wife is getting a complete make over...



8. ...Interstate Batteries. The Official Battery of the Family Car.

**D**on't be surprised if you tune into a big NFL game, a favorite cable TV show or even The Weather Channel this fall and see stock cars racing a bright green #18 Pontiac mini-van...and the mini-van is winning!

No, It's not the latest move by NASCAR to increase ticket sales and attract more viewers. It's an all-new Interstate® Batteries TV commercial premiering on national television all across North America just in time for the kick-off of the winter battery-selling season.

The new TV ad stars NASCAR driver Bobby Labonte, his real life wife Donna, son Tyler and features NFL Hall of Fame coach Joe Gibbs and Interstate chairman Norm Miller who are all riding in Labonte's bright green #18 Pontiac Montana. The sales message to battery consumers comes across in a big way: Interstate Batteries have power to spare when and where you need it the most - under the hood of your own family car. In fact, the commercial names Interstate "The Official Battery of the Family Car."

The new commercial uses a NASCAR type race setting and humor to drive home the benefits of the battery that delivers "Power Fast. Built to Last." It follows an earlier Interstate TV spot in which Bobby Labonte is seen driving a "fully-loaded" race car complete with refrigerator, window air conditioner, foot massager, track

lighting and a microwave. Soon after it aired, a major cable sports network in the US aired a series of "Ride Along" commercials which many thought were inspired by Interstate's entertaining ads.

"Our latest TV commercial with the Bobby Labonte family is going to catch a lot of viewer's attention," said Charles Suscavage, Vice President of Advertising-PR. "It's funny and it helps people think of Interstate when they need to replace the battery in their car, truck or even their mini-van! Other battery companies identify their batteries with race cars. Interstate is associating its #1 selling replacement battery with the family car where it's used every day in the real world of car pooling and commuting to work," Suscavage explained. "So what better vehicle to represent the family car than the new Montana mini-van made by our racing partners at Pontiac?"

Interstate is preparing to launch its latest advertising blitz using network television and cable programs to help you dealers sell more batteries this winter with our new schedule of TV spots. In the US, we centered the ads on the NFL games on the big networks, plus a variety of cable TV programming including ESPN and more NFL coverage as well as The Weather Channel's Winter Storm Watch, beginning in November.

In Canada, we focused on reaching fans of hockey, NFL, racing, golf, curling, plus basketball and related sports

programming beginning in October.

President of Interstate Tom Miller said, "We've sold a record number of batteries this summer, thanks to the hard work of our Interstate Dealers, Distributors and their Route Sales Managers, and due to the extreme summer heat in some areas, a lot more batteries have been weakened to the point that they'll fail as soon as the

temperatures drop." Miller continued, "We want to be the battery consumers look for when they need a replacement, and we think this new TV commercial will help them remember Interstate."

And since this winter is forecast to be an especially cold, wet one, this ad will be a great way to drive more battery sales to you. ■

## INTERSTATE BATTERIES 98/99 Schedule Highlights - USA

11/22	CBS	<b>NFL Regional Game</b> Seattle @ Dallas; Jacksonville @ Pittsburgh; Indianapolis @ Buffalo
12/6	CBS	<b>NFL Today Pre-Game</b>
12/6	FOX	<b>NFL Regional Game</b> Dallas @ New Orleans; Detroit @ Jacksonville; San Francisco @ Carolina; NY Giants @ Arizona
12/6	CBS	<b>NFL Regional Game</b> Kansas City @ Denver; Miami @ Oakland; Baltimore @ Tennessee
12/13	CBS	<b>NFL Today Pre-Game</b>
12/13	FOX	<b>NFL Pre-Game</b>
12/13	FOX	<b>NFL Regional Game</b> Arizona @ Philadelphia; Atlanta @ New Orleans; Chicago @ Green Bay; Washington @ Carolina
12/13	FOX	<b>NFL National Game</b> Dallas @ Kansas City; Minnesota @ Baltimore
12/14	ABC	<b>Monday Night Football</b> Detroit @ San Francisco
12/19	CBS	<b>NFL Saturday</b> NY Jets @ Buffalo
12/20	CBS	<b>NFL Today Pre-Game</b>
12/20	FOX	<b>NFL Pre-Game</b>
12/20	CBS	<b>NFL Regional Game</b> Kansas City @ NY Giants; Tennessee @ Green Bay; Baltimore @ Chicago; Cincinnati @ Pittsburgh
12/20	FOX	<b>NFL Regional Game</b> San Francisco @ New England; Atlanta @ Detroit; St. Louis @ Carolina
12/21	ABC	<b>Monday Night Football</b> Denver @ Miami
12/27	CBS	<b>NFL Today Pre-Game</b>
12/27	FOX	<b>NFL Pre-Game</b>
12/27	CBS	<b>NFL Regional Game</b> Seattle @ Denver; San Diego @ Arizona
12/27	FOX	<b>NFL Regional Game</b> Carolina @ Indianapolis; Green Bay @ Chicago; Detroit @ Baltimore; Tampa Bay @ Cincinnati; NY Giants @ Philadelphia; St. Louis @ San Francisco
1/3	CBS	<b>AFC Wildcard</b>
1/3	FOX	<b>NFC Wildcard</b>



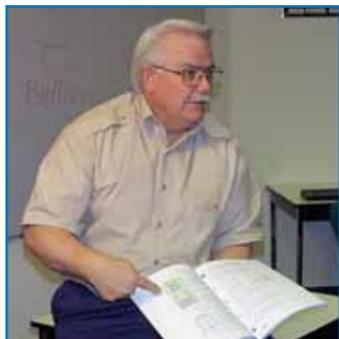
# TECHTALK

WITH INTERSTATE® BATTERIES PROCLINIC® INSTRUCTOR GALE KIMBROUGH

## PINNACLE Technology.

### Inside and Out.

GALE KIMBROUGH



**B**eginning in September, you probably noticed that your Interstate Batteries inventory had a new look. But what you can't see on the inside is even more impressive. Interstate products now feature a PINNACLE™ and PINNACLE™ PLUS Technology, the biggest improvement we've seen in the battery world in years.

So what makes these products so different?

For one thing, these batteries feature a negative plate paste expander. As you know, the battery is an electrochemical device producing electrical energy as a result of chemical action. Obviously, that means that chemical paste material has a direct effect on the electrical output of the battery. This chemical paste expander improves acid circulation through the plate and also makes the plate paste extremely resistant to heat, one of a battery's worst enemies. This enhancement makes a big difference in the overall longevity of the battery. One of the main reasons for the increased longevity is the negative paste material's ability to allow a continued porosity even in the toughest environments.

We've also added sodium sulfate, or  $\text{Na}_2\text{SO}_4$ , to the electrolyte. This additive helps the battery take a charge more effectively, especially after deep discharges. It virtually eliminates hydration shortening that can occur when the battery sits discharged for extended periods of time. For example, if someone leaves

**$\text{Na}_2\text{SO}_4$  (sodium sulfate) additive to help the battery accept a charge more effectively and hold the charge longer.**

his or her lights on all day or the vehicle has been at the airport too long allowing the battery to go completely dead, this additive kicks in to allow charge acceptance. This is even more of an asset for seasonal batteries such as Marine/RV, where it is common for batteries to be left discharged for extended periods.

With those two enhancements, which are included on all Interstate lines, you can offer 16% more battery life to your customers. How did we arrive at the number of 16%? A tremendous amount of testing. In fact, this percentage came as a result of testing over several years. In addition to the

added life and charging characteristics, PINNACLE Technology provides better cycle-ability, and stamina for high temperature cycling.

As we stated earlier, all of the Interstate line has the new PINNACLE Technology with these two enhancements. Now a third enhancement, silver calcium, has been introduced into what we call our PINNACLE PLUS lines (that's the Mega-Tron Plus, the new HOT ROD Batteries and the Workaholic 29H and 31s). This term silver calcium means that the lead of the positive plate has been alloyed with silver calcium. Everyone is familiar with the precious metal silver and its electrical capabilities. When you add silver, calcium, lead and a few other specifically added elements, the answer is clear. Increased performance and service life! This

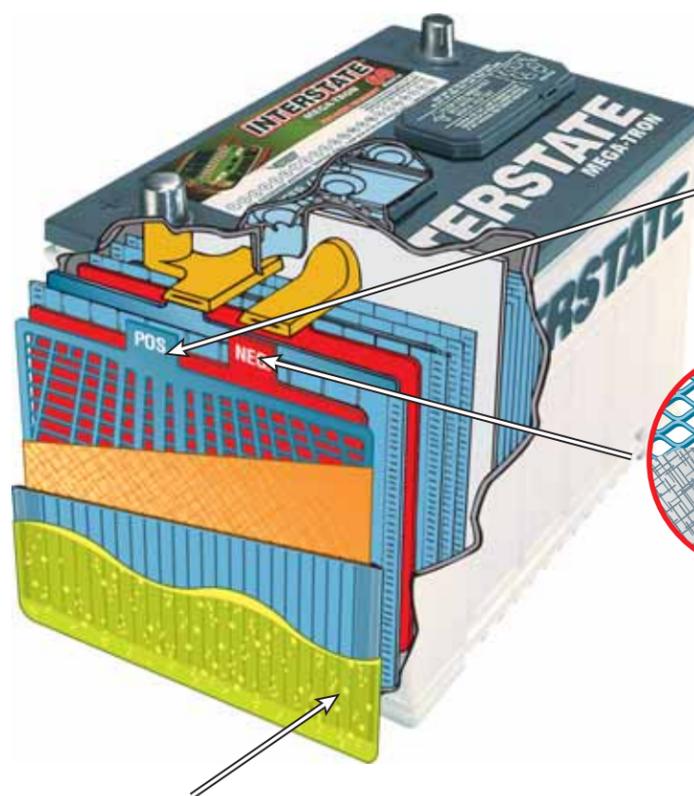
**Corrosion resistant silver calcium alloy virtually eliminates maintenance. It also provides longer shelf life, a reduced gassing evolution rate and increased life cycles up to 22%. (Available in Mega-Tron Plus, Workaholics 29H and 31s and new Hot Rod line by Interstate Batteries.)**

**Negative plate paste expander provides increased acid circulation through the plate and it's extremely resistant to heat, producing a 16% increase in life cycles!**

addition to our line virtually eliminates maintenance, provides longer shelf life and increases life cycles boosting the overall longevity another 6%, up to a whopping 22%!

Remember, these numbers did not just happen. These enhancements resulted from a tremendous amount of research and development over an extended period of time. Example: these tests included more than 3,300 batteries accumulating over 110 million fleet miles since 1989, hot test SAE J-240 (167°F) of more than 1,500 batteries, 30-day flat stand testing, gas evolution testing and the continual validation of excellent product performance.

So, as you can see, Interstate has made some truly significant changes in our products. Changes that will mean a great deal to your customers who count on you for dependable batteries. One way to know what's on the inside is to look at the name on the outside. INTERSTATE. ■



### 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. 9** Richmond, IN (IBS of Eastern Indiana)

**Nov. 16 & 17** Newark, DE (IBS of First State)

**Nov. 10** Churubusco, IN (IBS of Northeast Indiana)

**Nov. 18 & 19** Woburn, MA (IBS of Boston)

**Nov. 11** Ellettsville, IN (IBS of Bloomington)

**Jan. 19 & 20** Fort Worth, TX (IBS of Fort Worth)

**Nov. 12** Valparaiso, IN (IBS of Valparaiso)

# Interstate's Race Teams Right On Track

It's hard to believe another racing season is winding down! If you've missed some of the action, here's a rundown. (Keep in mind, at the time of this printing we still have a few weeks left, so we'll have to see how the very end of '98 shakes out.)

## The Interstate® Batteries Winston Cup Team

We're rounding out year number four with Bobby Labonte in the driver's seat, and it looks like this is his best one yet. For a quarter of the season, Bobby has ranked in the top-five, and at the time of this printing he stands fifth in points with 19 top-10s to his credit. This very well may be our first top-five season with Bobby, after finishing 10th, 11th and, last year, seventh in points. Not bad!

The #18 team will go through some big changes during the off-season. First, they'll move to a brand new 124,000 sq. ft. race shop – almost four times the size of the current one! And next year, Gibbs' current Busch Driver and Formula I Champion Tony Stewart will join the Winston Cup ranks, making Bobby and Tony a two-car team. Keep an eye out for some strong racing between the #18 and the #20 Home Depot car in 1999.

## The Interstate Batteries / Hot Rod Funny Car Team

It's been quite a beginning for Interstate's title sponsorship of Joe

Gibbs' Funny Car team. Our driver, Cruz Pedregon, kept setting records – and then setting them again! Currently, he holds the 4.819 sec. ET record, which he re-set at the Slick 50 Nationals in June. He's qualified No. 1 for 10 events so far and has chalked up three wins, including the Autolite Nationals in Sonoma last July. With a fourth-place ranking at the moment, we can't wait to see how the last few races turn out! And there's even more great news: Interstate, Cruz and the crew are going to team up next year for another great year of exciting drag racing!



## Associate NHRA Sponsorships

We're still keeping up with Cory McClenathan, who recently was named Top Fuel Driver of the Year for Car Craft Magazine's All-Star Racing Team! The McDonald's/Interstate team has had another strong season and is in the points lead. No doubt, they're really close to winning the Top Fuel championship!

Earlier this year, Pro Stock Driver Jim Yates started his season off right with a win at the Winternationals in Pomona. He's made four final round appearances in '98 and set two records – ET and speed – at the Gatornationals. Currently, he stands fourth in points. ■

## Winterization Checklist

Forecasters are predicting what may be the worst winter weather in several years due to El Niño's sister, La Niña. To maximize protection against cold-weather conditions, now's the time to make sure your customers "winterize" their vehicles. Interstate Batteries recommends all vehicle owners ask a trained professional to check the following items for a safer winter:

- Replace worn windshield wipers every 12 months.
- Refill washer fluid often. Winterize with a 50/50 mix of washer fluid and water.
- Make sure the heater and defroster are in good working condition.
- Inspect all bulbs and lights for proper operation.
- Check condition of tires, including the spare.
- Measure your tire air pressure regularly.
- Keep de-icer in truck to clear up iced-over windows.
- Change oil every 3,000 miles.
- Examine exhaust system for leaks.
- Flush and refill cooling system with a 50/50 mixture.
- Battery/starter cable corrosion and connection integrity.
- Check drive belts, clamps and hoses.
- Check battery strength with the proper equipment (at repair facility).

If you live in an extremely cold region of the country, carry emergency gear such as gloves, boots, tire chains, battery booster pack, cell phone, blankets, flares, flashlight and some high-energy, non-perishable snacks.

And batteries are especially sensitive to cold temperatures, especially after the heat of last summer in some places. It's important to have them tested now. Have a safe winter. ■

## Your Vote Counts for RSM of the Year

Think you've got a great Interstate Route Sales Manager? Maybe he or she deserves to become our first winner of the Interstate Batteries Route Sales Manager of the Year award!

Because our Route Sales Managers are professionally trained to Interstate's high standards, the competition will be tough, so being named Route Sales Manager of the year will be quite an honor. During the competition September 1, 1998, to April 30, 1999, Route Sales Managers will gain points by increasing sales and getting exclusive accounts. (Ask about our new Valu-Plus line and Extreme Performance lines that can help you satisfy even more customers!) In addition, their overall performance, experience and ideas turned in on their application and YOUR VOTES will help your Route Sales Manager increase points and chances to win prizes! (Maybe you'll get a ride in the new Ford F-150 or Explorer the winner will be driving!)

Please just complete this form and return it to our home office, or if you prefer, come to our [www.interstatebatteries.com](http://www.interstatebatteries.com) web site to fill out a form online. Thanks for supporting our service professionals. ■

My Route Sales Manager is a Winner. Here's my vote toward making him or her Interstate Batteries Route Sales Manager of the Year!

Route Sales Manager's Name: \_\_\_\_\_

Your Name: \_\_\_\_\_

Your Business Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

# Firebird Sweepstakes Wins Customers For You!

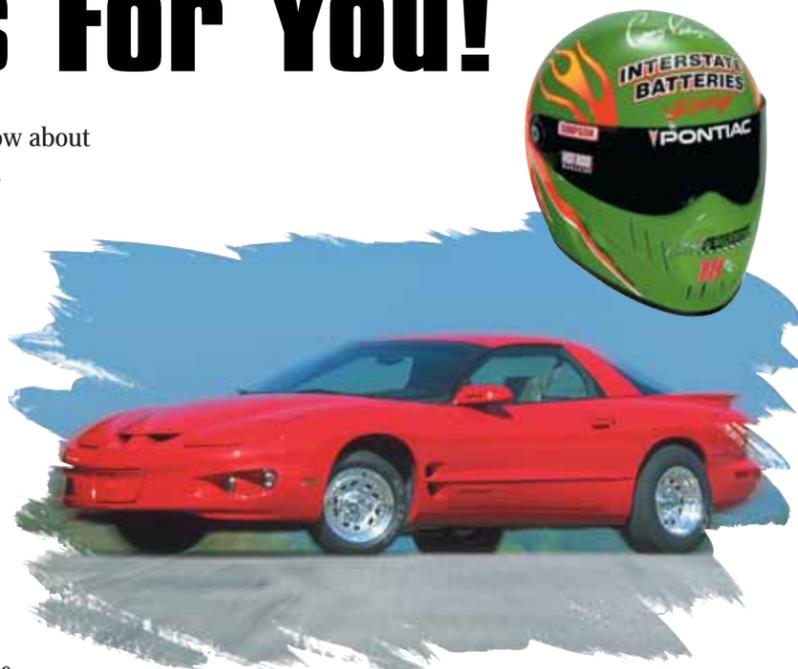
One of your customers could win a top-of-the-line Pontiac Firebird in the Interstate® Batteries Firebird '98 Sweepstakes! This is Interstate's first NHRA and first consumer promotion, and it's already proven to be a great way to bring more sales straight to you.

Just imagine. Through the Firebird '98 Sweepstakes, customers can win this racing-equipped LSI V-8 beauty – just for filling out an entry form. (Sorry, Interstate Dealers not eligible.) We've been advertising the sweepstakes in popular automotive magazines like *HOT ROD*, *Circle Track* and *Car Craft* (October through January issues) and at the last five NHRA events this season for maximum publicity that will benefit your business. Bottom line

is, if somebody doesn't already know about Interstate Batteries, they soon will.

In addition to the grand-prize Firebird, 10 lucky consumers will win an Interstate Batteries replica racing helmet, autographed by Cruz Pedregon!

We hope you'll encourage your customers to enter the sweepstakes. All they have to do is look for our magazine ad, log on to [www.interstatebatteries.com](http://www.interstatebatteries.com) or sign up at an NHRA event. Contest ends Feb. 19, 1999, and the drawing takes place in March 1999. Some lucky entrant will win big while we spread Interstate Batteries awareness! ■



## Be Part of the Interstate Race Team!

### To Order:

Call Toll Free:

**1-888-855-8825 or  
1-704-454-4000**

Or mail this order form to:

**ACTION SPORTS IMAGE  
6301 Performance Dr. SW  
Harrisburg, NC 28075**

Or fax to:

**1-800-585-0465**

**Please allow 4-6  
weeks for delivery.**

Orders totaling less than \$50.00 will be charged \$5.00 for handling.



Show 'em you belong on the Interstate race team! With this brushed twill Uniform Jacket in both adult and child sizes, now the whole family can display their Interstate colors. And for warmer days, there's even a Uniform Short Set especially for the kids. These items make perfect gifts, so order now while supplies last.

#### SHIPPING RATES (No CODs Please)

\$0.00 to \$100 - \$8.50

\$101 to \$200 - \$10.50

\$201 to \$300 - \$12.50

\$301 to \$400 - \$14.50

\$401 to \$500 - \$16.50

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

Description	Item #	Price	Total
Adult Jacket	C1836018	\$70.00	
Child Jacket	C1843016	\$38.00	
Child Short Set	C184404B	\$14.00	
<b>Subtotal</b>			
Tax (NC residents only add 6%)			
Shipping & Handling			
<b>TOTAL</b>			

Adult Jacket			
Size	Qty	Size	Qty
MED		XL	
LG		XXL	

Child Jacket			
Size	Qty	Size	Qty
MED		XL	
LG		XXL	

Child Short Set			
Size	Qty	Size	Qty
2-4		10-12	
6-8		14-16	

**Please print clearly**

Name \_\_\_\_\_ Fax # (\_\_\_\_) \_\_\_\_\_  
 Day Phone (\_\_\_\_) \_\_\_\_\_  
 Mailing Address \_\_\_\_\_ Apt. # \_\_\_\_\_  
 (Required)  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**CHARGE TO MY:**

VISA

MasterCard

Discover

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

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

**As we enter into a new year, Interstate is proud to introduce our new logo - a bold, futuristic look that really demands attention. We think you'll agree, it will help build awareness and identification of Interstate Batteries. Of course, that can mean more sales for you!**



**"Enter His gates with thanksgiving, and His courts with praise. Give thanks to Him; bless His name."**

Psalm 100:4

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

**INTERSTATE® BATTERIES**  
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Dallas, TX 75251-1292.

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Look for us on the Internet at [www.interstatebatteries.com](http://www.interstatebatteries.com)

