

A Look at the Petty #45

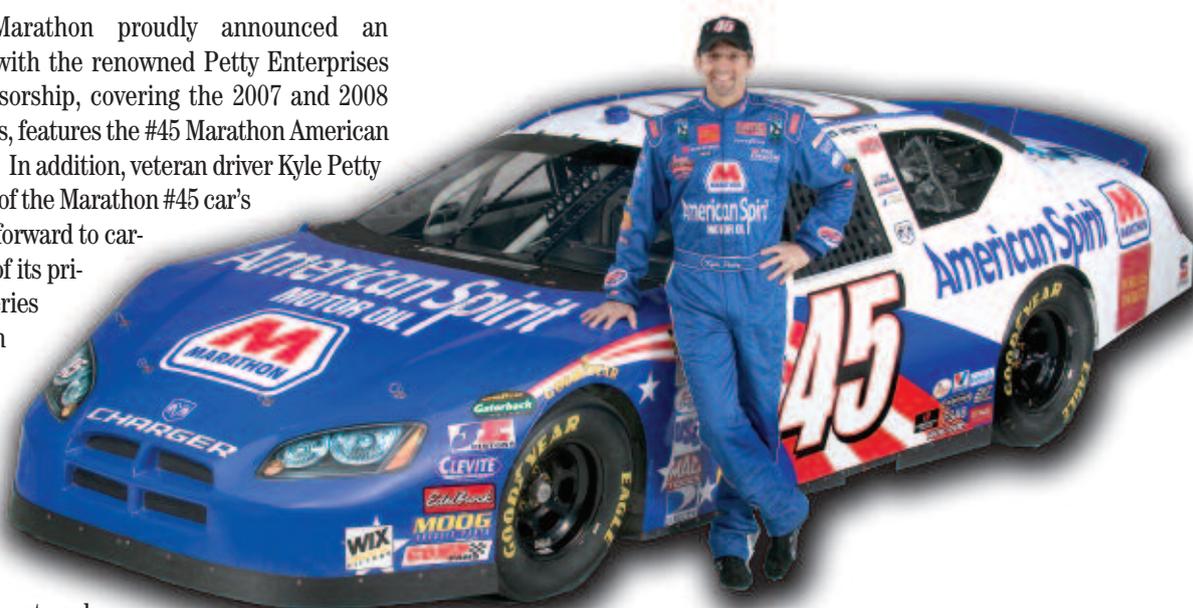
In January 2007, Marathon proudly announced an on-track partnership with the renowned Petty Enterprises LLC team. The sponsorship, covering the 2007 and 2008 NASCAR racing seasons, features the #45 Marathon American Spirit Motor Oil Dodge. In addition, veteran driver Kyle Petty will be in the driver's seat for most of the Marathon #45 car's races. The #45 car and team look forward to carrying the Marathon Brand as one of its primary sponsors for NEXTEL Cup series races, and going head-to-head with the best drivers in the world.

The partnership of Petty and Marathon is a great example of two well-recognized leaders coming together to accomplish great things. Richard "The King" Petty is the most successful driver in the history of the sport, and Kyle Petty has moved the Petty organization forward with his winning combination of driving talent and people skills. "Marathon's primary sponsorship of more races shows increased confidence in our commitment to winning at Petty Enterprises," states Kyle Petty. "We're proud to partner with Marathon in NASCAR. We are looking forward to their partnership in the years to come."

Winning is an important part of racing, of course. For the Marathon brand network, however, much of the value of this high profile Marathon sponsorship comes from the increased visibility the Marathon logo enjoys on the #45 car, and on Kyle's uniform, in America's #1 spectator sport.

"Continuing to partner with the legendary Richard Petty and his race teams brings a great deal of added value to Marathon's NASCAR sponsorship," noted Mary Ellen Peters, MPC senior vice president, Marketing, in a news release announcing Marathon's partnership with Petty Enterprises. "We are really excited about the sponsorship and we are looking forward to the upcoming seasons and what lies ahead for the #45 Marathon American Spirit Motor Oil Dodge."

Marathon's sponsorship of the Petty racing team is also a good fit because Kyle and Richard Petty and their organization reflect the values and leadership consistent with those of the Marathon brand. Just as Marathon is committed to being a leader in areas such as workplace safety and environmental responsibility, the Pettys are leaders among those in the racing world. Through the Victory Junction Gang, a camp for sick children near Kyle Petty's home in Trinity, North Carolina, and his annual motorcycle ride that benefits children's charities, the Pettys use their visibility to benefit others. "We are proud to have them be our face to the NASCAR viewing public, because they truly are leaders who are respected by their peers and fans," notes Tom Kelley, Marathon Brand Division manager.



"All the work they do for charity demonstrates that their leadership is more than just about winning races. They believe in giving back and making a positive difference."

The Car of Tomorrow

NASCAR's Car of Tomorrow debuted in 2007, the result of a five-year project intended to offer important safety and performance upgrades for the cars driven in NASCAR's NEXTEL Cup Series. The new car also addresses cost reduction, providing teams with a more efficient car to produce and tune.

Petty Enterprises was involved in the Car of Tomorrow from the very beginning. The Dodge prototype that was submitted to NASCAR was built in Petty's N.C. shop. Getting in at the very beginning of the car's design was the wish of Kyle Petty because, first and foremost, the COT is a safer car. The car provides a larger crumple zone around the driver, an exhaust system redesigned to keep heat away from the driver, and a reduced dependence on aerodynamics.

"When I look at the Car of Tomorrow, if we take the number one thing that it was created and designed for – and Petty Enterprises got involved in it, especially Kyle driving it about two years ago – it was really the safety factor," notes Robbie Loomis, Petty's Director of Race Operations. "When I look at our race teams, what Petty Enterprises has, our biggest assets are our drivers in all the race teams, especially with Bobby Labonte and Kyle Petty. Anything we can do to help protect them and keep them safe is what we're looking for. I think the Car of Tomorrow has done a great job with that."

"We took the approach that the COT is a safer car," notes Kyle Petty. "Forget what it looks like. Forget how it drives. Forget everything about it. Just remember it's a safer car, and with cars like that your favorite dri-



NASCAR Team



Kyle Petty signs autographs for Marathon customers including Tommy Jones of Kentucky Petroleum & Supply at the M-PACT show in Indianapolis.



vers stand a better shot at walking away from an accident.”

“The Car of Tomorrow represents one of the sport’s most significant innovations, and we feel everyone involved in NASCAR will experience the benefits,” said NASCAR president Mike Helton in a 2006 NASCAR.com press release. “No subject is more important than safety, and while the Car of Tomorrow was built around safety considerations, the competition and cost improvements will prove vital as well.”

Kyle Petty and the #45 Marathon American Spirit Motor Oil Dodge team debuted the Car of Tomorrow at the Bristol track in the mountains of Tennessee. The 2008 Car of Tomorrow implementation schedule includes 26 events, and teams will then run the entire 2009 schedule with the Car of Tomorrow.

Kyle Petty Cash Card

Something really good just became even better! Marathon’s prepaid cash card has already been a proven winner, and is continuing to grow. Marathon introduced a new generation of prepaid cash cards to go along with the original.

The new prepaid cash card series capitalizes on Marathon’s NASCAR sponsorship. Marathon locations can offer customers a prepaid card featuring Kyle Petty. The card can be used for all Marathon purchases (except lottery & money orders). It makes a great gift for race car lovers and can come in handy on the trips to the race track and just about anywhere else.

