



SplitFire's "Big Spark" Adds Performance To Chicago Indoor Racing

(Northbrook, IL 01/14-05) - SplitFire[®], the originator of the premium spark plug category with its Big Spark[™] spark plugs, has teamed up with Chicago Indoor Racing (CIR), providing a "Big Spark" to this exciting racing facility.

CIR's intense racing format features hi-performance racing karts that achieve speeds of 30-35 mph. To keep these 200 cc four-cycle engines revving up to 5,500 RPM for hours each day, many components are vital to the performance and reliability of these karts, including the engine's SplitFire Spark Plugs.



Since adding SplitFire Spark Plugs to these racing karts, CIR has turned over 2 million total maintenance-free laps in the facility. "Not only has the performance been consistent, but the spark plugs run as clean as they did when they were put into the engine," states Mark Polston, Chief Mechanic at CIR. "We have received twice the life from the SplitFire plug than the conventional plug we ran previously."



Performance is nothing new to SplitFire. Since revolutionizing the spark plug category with the introduction of the original, patented performance "V" spark plug in the early 1990s, SplitFire has led the way in spark plug performance. "CIR is a great proving ground for our product," states Brian Bohlander, Brand Manager of SplitFire. "This is an unusual racing environment because these vehicles run at maximum RPM eight to ten hours a day, seven days a week. It speaks highly to the quality of the product to run day after day for over 50,000 laps a kart with the same spark plug!"

For additional information on SplitFire, visit www.splitfire.com or CIR at www.chicagoindoorracing.com. SplitFire Big Spark Spark Plugs are available at leading automotive retailers including AutoZone.

SplitFire[®] Big Spark[™] Spark Plugs are marketed by Old World Industries, a privately held company with world headquarters in Northbrook, IL. Old World markets and sells automotive parts and chemical products in more than 50 countries. The company's brands include: PEAK[®] Antifreeze; PEAK Performance Chemicals; SIERRA[®], the safer antifreeze; HERCULINER[™] Bed Liner Kits; SmartBlade[™] Premium Wiper Blades; and SplitFire[®] DUAL-MAG Ignition Wire Sets and Performance Meters and Accessories.

MEDIA CONTACTS:

Brian Bohlander
Old World Industries
(800) 323-5440 ext.2132

Jim Rednour
HeislerGordon & Associates
(773) 342-9900 ext. 230

Anthony Stewart
Chicago Indoor Racing
(847) 941-9400