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Mobil 1 Joins Forces with Rally Star Ken Block

Mobil 1 Extended Performance will be the official oil of the Monster World Rally Team

- Sponsorship continues Mobil 1's support of motorsports worldwide.
- ExxonMobil will provide technology and engineering support to the Monster World Rally Team.

FAIRFAX, Va.--(BUSINESS WIRE)--[ExxonMobil](#) is teaming up with Gymkhana star and World Rally Championship driver Ken Block, making [Mobil 1](#) Extended Performance the official oil of Ken Block and the Monster World Rally Team. The new partnership continues the long tradition of Mobil 1 support in this arena and expands ExxonMobil's ongoing commitment to motorsports around the world.

Mobil 1 Extended Performance now helps power all of Ken Block's vehicles, including the 2011 Monster Energy Ford Fiesta RS WRC (shown above). Alex Gelsomino, co-driver, and Ken Block, driver, will pair up again for the 2011 World Rally Car season. (Photo: Business Wire)

"Ken is a winner throughout all of his ventures, and Mobil 1 is a winner's brand," said Jan Crowe, Americas marketing manager, ExxonMobil Lubricants and Petroleum Specialties. "We are excited to be a part of Ken's endeavors both on and off the track and to equip him with the ultimate Mobil 1 product, Mobil 1 Extended Performance. Mobil 1 is associated with world-class race teams across the world, and this partnership is another addition to that proud heritage."

Ken Block has been competing in the sport of rally since 2005 and brings a legacy of prior achievements to the circuit. Block co-founded DC Shoes and is the star and creator of the "Gymkhana" video series. ExxonMobil's support of Block adds to the roster of successful teams and drivers that Mobil 1 has supported for more than 30 years.

"I'm excited that Mobil 1 has joined the Monster World Rally Team's roster of sponsors," said Block. "My team and I put a priority on only working with premium products, and Mobil 1 has a real pedigree in racing. I am thrilled to partner with them and to be using Mobil 1 Extended Performance for the 2011 race season."

To complement rally racing's highly competitive and demanding nature, ExxonMobil will be providing lubricant technology and engineering support to the Monster World Rally Team. The team will utilize Mobil 1 Extended Performance motor oils and Mobil 1 gear oils and greases, and Mobil 1 branding will appear on Block's competition vehicles, including his 490hp Ford Fiesta. To keep up with Block's latest announcements, find Mobil 1 on Facebook at facebook.com/mobil1.

About Mobil 1 Extended Performance

[Mobil 1 Extended Performance](#) is an advanced full synthetic motor oil that has been tested and proven in severe service. This special formulation outperforms conventional oils and helps extend engine life. Mobil 1 Extended Performance offers proven protection of critical engine parts for 15,000 miles, guaranteed.

A Long History of Performance: Mobil 1 in Motorsports

[Mobil 1](#) has long been the lubricant of choice for race teams competing in the most demanding and popular motorsports series across the globe.

Mobil 1's history in motorsports officially began in 1978 with a sponsorship of the Williams Formula 1(TM) team. From that time, Mobil 1's presence on race tracks and circuits has grown by global proportions. Today, Mobil 1 synthetic oil is relied on for its ability to deliver exceptional engine performance and protection even under the most extreme conditions by automotive technicians, race car drivers, team owners and the world's leading automotive manufacturers.

Along with the Stewart-Haas Racing's NASCAR Sprint Cup Series team, Mobil 1 enjoys a long association with many of world's most popular and successful race teams, including Vodafone McLaren Mercedes Formula 1(TM) team, Corvette Racing's American LeMans Series team, the official AMG-Mercedes factory teams in the European-based DTM championship, Toyota Racing Development in NASCAR, Honda Performance Development in IndyCar, as well as Porsche Motorsport, where it is embraced as an "Official Partner" in global cooperation of all works-supported activities, all international Carrera Cups and the title partnership of the Porsche Mobil 1 Supercup - the world's fastest one-make series. Mobil 1 is also the Official Motor Oil of NASCAR.

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About Ken Block

Ken Block's rally career began in 2005. His skill and car control became quickly apparent and Block aptly nabbed Rookie of the Year in the Rally America Championship. Since then, Block has continued to race in the series, boasting a healthy number of podium appearances, as well as X Games medals. In addition to his performance in the car, Block has been a driving force in shedding light on the sport within the United States. Block co-founded DC Shoes, a worldwide leader in performance skateboarding shoes and a renowned action sports brand. His keen branding and marketing acumen not only elevated DC to its current eminent status, but has allowed Block to achieve global fame as a national rally driver through his wildly successful viral video campaigns. Ad Age named his "Gymkhana TWO" the No. 4 Viral Video of 2009 and his "Gymkhana THREE; Part 2 Ultimate Playground; l'Autodrome" the No. 6 Viral Video of 2010. In January 2010, he signed with Ford to campaign the Rally America series and the World Rally Championship, being the first American to do so.

About Monster World Rally Team: Created and assembled by Ken Block in 2010, the object of the Monster World Rally Team is to redefine the race-team archetype. The team is driven

not only to win, but to also market motorsport through innovative, creative and interactive ways. The team is supported by Monster Energy, Ford Motor Company, DC Shoes, Mobil 1, Pirelli Tires, Hoonigan and the Dirt3 videogame.

Caption: Mobil 1 Extended Performance now helps power all of Ken Block's vehicles, including the 2011 Monster Energy Ford Fiesta RS WRC (shown above). Alex Gelsomino, co-driver, and Ken Block, driver, will pair up again for the 2011 World Rally Car season.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6639342&lang=en>

Source: Exxon Mobil Corporation