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# ExxonMobil Unveils No. 77 Mobil 1 Advanced Fuel Economy Dodge

## In Advance of LifeLock.com 400, Mobil 1 Advanced Fuel Economy NASCAR Challenge Kicks Off Driving \$marter Weekend

FAIRFAX, Va.--(BUSINESS WIRE)-- Penske Racing driver Sam Hornish Jr. will drive a special No. 77 Mobil 1 Advanced Fuel Economy Dodge in the NASCAR Sprint Cup Series LifeLock.com 400 at Chicagoland Speedway on July 11 to help make consumers aware of the best ways to conserve fuel during the busy summer driving season.

The No. 77 Mobil 1 Advanced Fuel Economy Dodge is designed in part to show ExxonMobil's continued support for the Alliance to Save Energy and its Drive \$marter Challenge, which has the goal of increasing fuel efficiency nationwide.

Before this unique version of the No. 77 car takes to the track, the weekend will kick off with The Mobil 1 Advanced Fuel Economy NASCAR Challenge, a special event to entertain Chicago sports fans and provide them with tips on saving fuel.

The Mobil 1 Advanced Fuel Economy NASCAR Challenge will take place on July 10 at Soldier Field in downtown Chicago. Penske NASCAR stars Sam Hornish Jr., Kurt Busch, and David Stremme - along with media celebrities such as Dan Patrick and Chicago Bear Hall of Famer Dan Hampton - will drive fuel-efficient Mobil 1-branded Smart cars on a miniature road course.

"One tip I'll be sharing that weekend--using Mobil 1 Advanced Fuel economy can deliver up to a 2 percent\* fuel economy improvement, which, over the life of a vehicle, can save over \$400\* in fuel costs," said Sam Hornish Jr., driver of the No. 77 Dodge.

The event will also highlight a retail promotion in which consumers can receive a \$10 rebate when they buy five one-quart bottles or one five-quart jug of Mobil 1 Advanced Fuel Economy. The promotion runs from May 18 to August 31, 2009.

Last year, the Alliance to Save Energy, together with ExxonMobil, NASCAR and other diverse private- and public-sector partners, launched the "Drive \$marter Challenge" to highlight ways to use gasoline more efficiently. Visit [www.drivesmarterchallenge.org](http://www.drivesmarterchallenge.org) for more details and fuel savings tips.

### About Mobil 1

The world's leading synthetic motor oil, Mobil 1, features advanced technology that provides performance beyond conventional motor oils. This technology allows Mobil 1 to meet or exceed the toughest standards of car builders and to provide protection against engine wear, under normal or even some of the most extreme conditions. Mobil 1 flows quickly in

extreme temperatures to protect critical engine parts and is designed to maximize engine performance and help extend engine life. Mobil 1 is also the Official Motor Oil of NASCAR.

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#### About NASCAR

The National Association for Stock Car Auto Racing, Inc. (NASCAR), celebrating 60 years in 2008, is the sanctioning body for one of North America's premier sports. NASCAR is the No. 1 spectator sport - holding 17 of the top 20 highest attended sporting events in the U.S., and is the No. 2 rated regular-season sport on television. NASCAR races are broadcast in more than 150 countries and in more than 30 languages. NASCAR fans are the most brand loyal in all of sports, and as a result more Fortune 500 companies participate in NASCAR than any other sport.

NASCAR consists of three national series (the NASCAR Sprint Cup Series, NASCAR Nationwide Series, and NASCAR Camping World Truck Series), four regional series, and one local grassroots series, as well as two international series. NASCAR sanctions more than 1,200 races at 100 tracks in more than 30 U.S. states, Canada and Mexico. Based in Daytona Beach (Fla.), NASCAR has offices in New York, Los Angeles, Charlotte (N.C.), Concord (N.C.), Conover (N.C.), Bentonville (Ark.), Mexico City, and Toronto.

#### About the Alliance To Save Energy

Founded in 1977, the Alliance to Save Energy is a non-profit coalition of business, government, environmental and consumer leaders. The Alliance to Save Energy supports energy efficiency as a cost-effective energy resource under existing market conditions and advocates energy-efficiency policies that minimize costs to society and individual consumers, and that lessen greenhouse gas emissions and their impact on the global climate.

\* Based on 20 MPG, \$3/gal gasoline and a potential 2% fuel economy improvement (based on a comparison versus those grades most commonly used). Actual savings are dependent upon vehicle/engine type, outside temperature, driving conditions and your current engine oil viscosity.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6002216&lang=en>

Source: Exxon Mobil Corporation