



CONTACT: Russell Datz, Brandware Public Relations 516.594.0062 rdatz@brandwarepr.com
FOR IMMEDIATE RELEASE

TOP 1 OIL WORLD LAND SPEED SHOOTOUT TO FIND FASTEST OF THE FAST BONNEVILLE CARS AND MOTORCYCLES

FIA/FIM sanctioned event the first of its kind, top teams throwing down gauntlet

BURLINGAME, Cal. (August 18, 2008) -- TOP 1 Oil has teamed with the record-setting Land Speed Racing veterans at Cook Motorsports to form the TOP 1 Oil World Land Speed Shootout, the first single competition ever to decide the fastest of the fast wheel-driven cars and motorcycles on the planet.

The TOP 1 Oil World Land Speed Shootout takes place this September 22-26 at the Bonneville Salt Flats in Bonneville, Utah. A maximum of ten teams, five car and five motorcycle, will vie for official Land Speed Records recognized by the Fédération Internationale de l'Automobile (FIA) and the Fédération Internationale de Motocyclisme (FIM), the leading international race sanctioning bodies. Contingency dates are October 13-17.

Eligible vehicles must be wheel-driven, have set or come close to setting recent land speed records in their respective classes, and conform to FIA/FIM technical and safety requirements. Entrants will be selected by a panel of judges assembled by Mike Cook, founder of Cook Motorsports. Only two will walk away with the right to claim they have the fastest car or motorcycle in the world. The Discovery Channel is planning to follow the teams in their attempts.

Cook created the TOP 1 Oil World Land Speed Shootout to give serious competitors the opportunity to push the envelope. "We're providing a platform for top contenders," he said. "Land Speed Racing events like Speed Week have become very popular, which is great for our sport, but the number of entries makes it difficult to set new records, due to time constraints," Cook added. "This competition isn't for amateurs – it is only open to the best qualified and most experienced teams in the world."

more

“Land Speed Racing is synonymous with exceptional technology, extreme conditions, strong passion and iron-willed perseverance, and we’re proud to be part of it,” said Frank Ryan, Top 1 Oil. “Whether it’s salt, sand, dirt or rocks, TOP 1 sponsored riders and drivers have set records on some of the world’s most challenging terrains. We can’t wait to see who takes home this historic title.

Each hand-built land speed vehicle is unique as there are few rules limiting innovation. TOP 1 Oil World Land Speed Shootout entrants to date include Nish Motorsports’ 1,800hp Royal Purple #998 Streamliner; the twin-engine, 417mph Burkland Streamliner; Sam Wheeler’s record-holding E-Z-Hook motorcycle; and Poteet and Main’s newest car, Speed Demon with its 1,200hp four-cylinder Mopar engine. Teams interested in competing may send an e-mail to driver598@sbcglobal.net

About TOP 1 Oil

TOP 1 Oil Products Company was founded in 1979 with the purpose of providing high quality lubricants to customers around the world. Today, TOP 1 products are actively marketed in over 40 countries and its products are recognized for quality, versatility and value.

TOP 1 has received multiple awards, both in the United States and overseas. TOP 1 founder William A. Ryan received the State of California's Exporter of the Year award in 1985, and more recently, TOP 1 was the recipient of the Department of Commerce's prestigious "E" Award for Excellence in Exporting.

TOP 1 is unique from most businesses for it has been continually owned and operated by one family. Today, three generations of Ryan’s continue to pursue the organizing principle of its founder: that of providing quality lubricants while forming and sustaining life-long relationships with its customers.

###