



CTEK JOINS FREDRIC AASBO FOR INTERNATIONAL DRIFTING CAMPAIGN *Formula DRIFT champion adds CTEK Smarter Chargers to his toolbox*

[CTEK Power, Inc.](#), the leaders in battery management solutions, is sponsoring Formula DRIFT World Champion driver Fredric Aasbo this season as he continues his global drifting challenge. The Norwegian driver is on a hot streak, having won this month's Canadian round of the Formula DRIFT championship and taking the win a week earlier at the Gatebil Super 3 Team Drift Competition held at Rudskogen Motorpark in Norway.

"We are extremely excited to start this strong involvement in Formula DRIFT championship through our sponsorship of Fredric Aasbo," said Bobbie DuMelle, Executive Vice President of CTEK. "There are many synergies between Fredric and CTEK. We both have the same winning core values, based on attitude and performance, and as a fellow Scandinavian too he's the perfect match!"

"As a brand ambassador, Frederic gives us a great link to motorsport, where battery performance can be the key to winning vehicle performance -- after all, if the car won't start, you're not going to win! CTEK is looking forward to an exciting season with Frederic and we wish him all the best," said DuMelle.

Aasbo is currently second in the Formula DRIFT points. "I'm really excited to be working with CTEK this season," said Aasbo. "As I compete around the world, every car I drive can benefit from having the battery maintained at the optimal charge -- whether it's at the track during the weekends, or when I return home after traveling. Good battery management will keep me moving."

CTEK, which is headquartered in Sweden, has developed Smarter Battery Chargers that monitor battery health and respond by delivering the appropriate level of charge without damaging the battery or the vehicle's sensitive electronics. They ensure that a vehicle is ready to go whenever you are, delivering peak performance in all conditions. Whether it's a family struggling to get home through a winter storm or a race car starting for the first time after a few weeks away from the track, it's important that the battery is in optimal condition to provide peak performance and durability. Careful battery conditioning and charging is shown to extend battery life by up to three times, providing peace of mind for cars that are used every day or parked for extended periods.

Aasbo runs one of the most ambitious international drifting campaigns on the planet, with a full commitment on the North American Formula DRIFT championship as well as special events in Europe, such as the season highlight at the Gatebil Festival, plus select dates in Asia.

Drifting is a high-skill, high-power motorsport with an emphasis on car control. Drivers compete in knockout heats on a closed course, sliding sideways in trials judged on speed and style. With its origins in Japan, it is one of the fastest growing forms of motorsport in the world, with one of the largest online audiences of any motorsport series.

ABOUT FREDRIC AASBO

Driver Fredric Aasbo has achieved more than 100 wins and podium finishes on three continents over the past decade of competition. He is the defending Formula DRIFT World Champion and Formula DRIFT Pro Champion this year. A two-time Nordic Drifting champion (2007, 2008), Aasbo made his North American debut at a global drifting invitational in 2008, and turned heads when he won the 2010 Formula DRIFT Rookie of the Year title. Coming originally from Ski in Norway, Aasbo now splits his time between Southern California and his native country.

ABOUT CTEK

CTEK SWEDEN AB develops and manufactures battery chargers and maintainers for all types of lead-acid and lithium batteries for both private and professional use. CTEK's unparalleled innovation has enabled it to develop cutting edge technology with several patented functions and properties that make CTEK Battery Chargers and accessories unique.

For more information, please visit <http://smartercharger.com>



CTEK partners with winning driver Fredric Aasbo.



CTEK joins Fredric Aasbo for his ambitious international campaign.

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