

## **Enerpulse Announces Great Harley Giveaway**

Sweepstakes to kick off Advance Autoparts Motorcycle Parts Program.

ALBUQUERQUE, NM--(Marketwire - March 1, 2011) - Ignition products company Enerpulse, Inc. announced today that Kyle Spear, winner of the "Great Harley Giveaway," was presented his new Harley-Davidson motorcycle by representatives of Enerpulse and [Advance Auto Parts](#) at the Advance Auto Parts store in Centreville, VA. The sweepstakes kicks off a unique motorcycle parts program by Advance intended to offer motorcycling enthusiasts a reliable and readily available supply of commonly used motorcycle supplies, components and equipment.

One of these components featured in the "Motorcycle section" is the [Pulstar pulse plug](#), a high-power discharge replacement for spark plugs. Developed by Albuquerque-based [Enerpulse](#), Pulstar® is the first technological advancement in spark plug design in the past 100 years. Pulse plugs improve combustion efficiency in all spark ignited, internal combustion engines, yielding better overall engine performance with fuel consumption and associated greenhouse gas reduction of as much as 10%.

Unlike spark plugs, pulse plugs have an integrated electrical circuit called a capacitor that improves the electrical-to-plasma conversion efficiency of the spark from less than 1% for spark plugs to over 50%. The intelligent energy management provides more robust spark improving engine combustion yielding better fuel economy and engine performance.

Kyle Spear, winner of the sweepstakes, had been saving his pennies for some time before submitting his entry form. He said, "This was a dream come true for me. I was saving my money for a Harley and when I came in to my Advance Auto Parts store...there it was...the announcement for a brand new Harley Giveaway from Advance Auto & Pulstar Pulse plugs. I said to myself, someone has to win...so I entered!"

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### **About Advance Auto Parts**

Headquartered in Roanoke, Va., Advance Auto Parts, a leading automotive aftermarket retailer of parts, accessories, batteries, and maintenance items in the United States, serves both the do-it-yourself and professional installer markets. As of October 9, 2010, the Company operated 3,540 stores in 39 states, Puerto Rico, and the Virgin Islands.

Advance Auto Parts supports a variety of non-profit organizations at the corporate and local levels and encourages its Team Members to become actively involved in various community-based charitable organizations. Nationally, Advance Auto Parts is a strong supporter of United Way and the Juvenile Diabetes Research Foundation (JDRF). Since 1994, Advance Auto Parts has raised more than \$25 million for JDRF, including a record-breaking campaign in 2010 which raised \$4.8 million for diabetes research, making Advance Auto Parts JDRF's number one corporate partner.

Additional information about the Company, employment opportunities, customer services, and on-line shopping for parts and accessories can be found on the Company's web site at [www.AdvanceAutoParts.com](http://www.AdvanceAutoParts.com).

### **About Enerpulse**

Enerpulse, a privately held company headquartered in Albuquerque, N.M., was founded in 1996. The company develops environmentally friendly ignition products through the application of pulse power technology. For more information, visit [www.pulstarplug.com](http://www.pulstarplug.com).

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Pulstar™ Pulse Plug