



NEWS EHLIN RELEASE

TUNED LIGHTNING

A black and white photograph of a sleek, aerodynamic sports racing car, the "EHLIN Special", shown from a side profile. The car is positioned in the upper right corner of the header, with a white lightning bolt graphic trailing behind it against a black background.

CONTACT: Ralph Hartell or Dave Lee
Humbert & Jones, Inc.
270 Madison Avenue
New York, N. Y. 10016
(212) 889-2830

FOR IMMEDIATE RELEASE

DICK SMOTHER'S "EHLIN SPECIAL" CAR
FEATURED AT INTERNATIONAL AUTO SHOW

NEW YORK, N. Y. Apr. ; - Television star Dick Smothers and his new sports racing car, the "EHLIN SPECIAL" which he will drive as a member of the Smothers-Wintersteen Racing Team in this year's "Continental Championships", are a feature of the International Auto Show in the "Wonderful World of Wheels" exhibit of the Petersen Publishing Company.

Smothers will appear in person to show the car at the April 3 Preview and the "EHLIN SPECIAL" will be on display at the "Wonderful World of Wheels" exhibit for the duration of the show, April 4-14.

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This new car launches a major racing career for Dick Smothers who has participated in the sport increasingly over the past four years. Smothers flew in from the West Coast for the Auto Show opening.

Two Echlin-Smothers cars--one for each driver--are competing for the "Continental Championship". They are the latest 1970 wedge-shaped Lotus powered by 305 cu. in. Traco Chevrolet engines equipped with the new Echlin "Tuned Lightning" high performance ignition system. The Echlin "Tuned Lightning" racing cars will be driven by the Smothers-Wintersteen team in 12 of the 14 events of the 1970 "Continental Championship" series. The series, starting at Riverside, Calif., on April 19, includes three races in Canada and 11 in the United States, concluding at Sebring, Fla, October 25th.

Mr. Joseph Scott, president of the sponsoring company, said, "This project is part of Echlin's expanded racing program and will add a broad new dimension to our position in the whole field of auto racing, where our new advanced - design ignition system offers many performance advantages for all types of cars. The system is designed for installation on all American made automobiles. It can be installed by any mechanic, without modification of the engine, and is suitable for every day driving."

Smothers said, "Despite TV commitments, my schedule will now allow me to wheel into a full-time road racing career." The Smothers-Wintersteen team and the cars will be making appearances for Echlin Jobbers at several key locations during the racing season.

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The races are held under the auspices of SCCA (Sports Car Club of America).

The new Echlin ignition system is built around a specially engineered coil for 35 percent greater output, high performance reliability, and long life. All metallic parts are gold plated.

The complete schedule of SCCA's 1970 Continental Championship races is:

April 19	--	Riverside International Raceway, Riverside, Calif.
May 24	--	Edmonton International Speedway, Edmonton, Alberta, Can.
June 7	--	Seattle International Raceway, Kent, Wash.
June 14	--	Laguna Seca, Monterey, Calif.
June 28	--	Sears Point International Raceway, Sonoma, Calif.
July 5	--	Dallas International Motor Speedway, Lewisville, Tex.
July 18	--	Road America, Elkhart Lake, Wisc.
Aug. 1	--	Mt. Tremblant, St. Jovite, Quebec
Aug. 16	--	Donnybrooke, Brainerd, Minn.
Sept. 7	--	Lime Rock Park, Lime Rock, Conn.
Sept. 13	--	Mosport Park, Bowmanville, Ontario, Can.
Sept. 27	--	Mid-Ohio Sports Car Course, Lexington, Ohio
Oct. 11	--	New Thompson Speedway, Thompson, Conn.
Oct. 25	--	Sebring Air Terminal, Sebring, Fla.

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