



RINGBROTHERS ANNOUNCES PARTNERSHIP WITH PRESTONE PRODUCTS CORPORATION

World-renowned custom car builder names Prestone, the innovative leader in cooling system products, its official cooling system partner and will unveil plans for the partnership including a new project vehicle build for the brand at the 2016 SEMA Show.

Spring Green, Wis. – Prestone Products Corporation has been named an official partner of Ringbrothers, formalizing a relationship between the custom car builder and the premier purveyor of cooling system products. Beyond Prestone’s support of Ringbrothers, the two companies will also formally reveal plans for a ground breaking new car build that will revitalize a long lost American performance icon at the 2016 SEMA Show.

Ringbrothers and Prestone will launch the new partnership at the 2016 SEMA Show in a variety of ways – including a press conference hosted by Prestone in its booth #30327 in the Upper South Hall. Prestone President, Steven Clancy along with Jim and Mike Ring will reveal plans for the new Prestone project car by Ringbrothers that will be unveiled at the 2017 SEMA Show, giving the brothers only 12 months to complete the build. Prestone will also have the Ringbrothers’ “World’s Fastest Winnie” 900hp 1972 Winnebago Brave on display in its booth. Throughout the show, the Winnie’s tiki bar themed interior will be open for tours.

“We feel this partnership is a great fit, as the Ringbrothers’ focus on performance and quality mirrors our own,” said Steven Clancy, President of Prestone Products Corporation. “Ringbrothers cars are recognized by enthusiasts across the globe and we’re thrilled to collaborate with them not only as a partner, but as a customer as well. From working with Mike and Jim, to showcasing current Ringbrothers vehicles at SEMA and other consumer events around the country, to our own upcoming project car, we have exciting things in store that we think people are going to love.”

Jim and Mike Ring of Ringbrothers have a long history with Prestone, having used its products for years in everything from their daily drivers to the one-of-a-kind custom cars they build, making Prestone the perfect partner for Ringbrothers. The Rings also have a lot of history with the car that they will be building for Prestone. When the brothers were young, they would see it driving around their hometown of Plain, Wisconsin.

“Prestone is one of the most iconic brands in the automotive world, and we couldn’t be more thrilled to work with them as both a sponsor and a car build customer,” said Jim Ring. “Ever since I can remember, we’ve used Prestone antifreeze in our cars, from the ones we tinkered with when we were kids, to the highly customized cars we build today.” Mike Ring added, “Prestone is a great company that makes



best-in-class products and we're honored to partner with them. We can't wait to get started on their build, especially because of the history Jim and I personally share with this car."

More information about the partnership and vehicle build will be released at the 2016 SEMA Show press conference in the Prestone booth #30327 on Wednesday, November 2, 2016 at 1:00 p.m. PT. Members of the media are also invited to stay immediately following the press conference for a cocktail hour from 1:30-2:30 p.m. For those not attending SEMA, the press conference will be livestreamed on the Ringbrothers [Facebook](#) page using Facebook Live.

Ringbrothers LLC - (www.ringbrothers.com) – *Based in Spring Green, WI, Ringbrothers has rocketed into the top ranks of American car builders over the past decade, winning numerous design awards including "Best in Show" at the 2014 SEMA Show, back-to-back Goodguys Street Machine of the Year awards, multiple Mother's Shine awards, countless magazine covers and several builds commissioned by OEMs. Founders Mike and Jim Ring also design and manufacture some of the most detailed billet interior and exterior parts that money can buy, beautifully designed with architectural lines and incredible craftsmanship, all made in the USA. Each piece of automotive jewelry that leaves the facility gives buyers an opportunity to make their own Ringbrothers-inspired cars that truly stand apart.*

Prestone – *Headquartered in Lake Forest, IL, Prestone is the number one branded consumer choice for antifreeze/coolant, brake fluid, and power steering fluid in North America. Prestone manufactures and markets antifreeze/coolant, brake and power steering fluid, windshield washer fluid and other leading vehicle maintenance products. Prestone antifreeze/coolant has protected vehicle cooling systems since 1927. You can find more at www.prestone.com*

#Ringbrothers #StandApart #RBSEMA2016

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