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**FOR IMMEDIATE RELEASE**

## **Thrush<sup>®</sup> Exhaust 'Turbo' Mascot to Entertain Enthusiasts at Events Across North America**

**Los Angeles** - The Thrush<sup>®</sup> "Turbo" mascot – introduced at the 2013 Specialty Equipment Market Association (SEMA) Show – is ready to bring the Thrush experience to muscle car and other enthusiast events across North America. The Thrush brand is one of the aftermarket's most recognizable and popular brands among muscle car enthusiasts.

The life-sized Thrush Turbo character will interact with fans at events and has become an integral part of the brand's social media efforts. The Thrush product line – known for "Making Hot Rods Hotter Since 1966" – is known for its bright pink "woodpecker" logo and its series of vibrant red Mad Hot™ mufflers.

"Few icons are more recognizable than the Thrush 'Turbo' among muscle car owners and drag racing fans," said Chris Gauss, sales and marketing manager, performance brands, Tenneco. "We decided to bring him back in a larger than life way for the SEMA Show and 2014 show circuit. Fans can meet and interact with 'Turbo' as we re-emphasize the popular exhaust brand."

The Thrush product line includes high-gloss, powder coated red **Thrush Mad Hot™ mufflers**. This muffler design includes tri-flow technology and is fully aluminized for long life. Mad Hot mufflers are reversible for maximum flexibility and available in a wide range of configurations to fit a wide range of hot rods.

**Hush Thrush™ Super Turbo™ mufflers** – based on an iconic muffler from the brand's early years – deliver a unique combination of classic design and today's power-enhancing engineering advancements inside an all-aluminized shell. Hush Thrush Super Turbo mufflers feature an improved, large diameter internal tri-flow design to enhance flow and performance. Each Hush Thrush Super Turbo muffler includes reversible flow

chambers and are available in a 14-in. overall length with a 2 ¼-in., 2 ½-in., or 3-in. inlet and outlet diameter and various inlet/outlet configurations. Hush Thrush Super Turbo mufflers are made in the United States.

**Thrush Turbo™ mufflers** utilize an internal tri-flow design that is fully reversible and provide the classic Thrush sound. Each Turbo muffler features an embossed Thrush bird and logo. **Thrush Welded mufflers** are fully welded, two-chamber mufflers that produce a unique, aggressive tone.

Easily the most recognizable Thrush product, **Thrush Glasspack mufflers** include a smooth-flowing, straight-through perforated tube for minimal turbulence, continuous roving fiberglass for that classic Thrush sound and a durable heavy-gauge steel shell. Also, a variety of complete Thrush header-back exhaust systems are available for popular hot rods and muscle cars, including 1960s-era Camaros, Mustangs, Firebirds, GTOs, Novas, trucks and more.

For more information about Thrush products, please call **1-734-384-7806**, contact your nearest exhaust dealer or visit [www.ThrushExhaust.com](http://www.ThrushExhaust.com).

Tenneco Inc. (NYSE: TEN) is a \$7.4 billion global manufacturing company with headquarters in Lake Forest, Illinois and approximately 25,000 employees worldwide. Tenneco is one of the world's largest designers, manufacturers and marketers of clean air and ride performance products and systems for automotive and commercial vehicle original equipment markets and the aftermarket. Tenneco's principal brand names are Monroe®, Walker®, XNOx™ and Clevite® Elastomer.

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