

HELPING YOUR CUSTOMER UNDERSTAND THEIR VEHICLE'S NEEDS

There's more to consider in a battery purchase than just warranty and price. Consumer habits, weather conditions, and a vehicle's unique power needs have a direct effect on battery life. Guiding the consumer with clear choices will ensure that the correct purchase decision is made.

Powering vs Starting

With the Exide brand, Battery Systems is changing the way we bring automotive batteries to market with our new line of Powering and Starting products, leaving behind the "Good-Better-Best" paradigm and offering customers products that align with their vehicle's specific needs—instead of batteries that offer no distinction but price.

Starting Power Reliable cranking power ensures your battery will get you going anytime.

Added Cold Performance Increased starting capability² For colder temperatures.

Added Heat Protection Engineered to start your vehicle in any climate with added protection against heat damage.

Power for Features & Accessories Higher reserve capacity and faster Recovery² ensures ample amounts of energy is available to power all your advanced safety/entertainment features and mobile accessories.

High Cycle Life Greater durability² during use and higher charge acceptance ensures a longer life for your battery.

Start-Stop Compatible Start-stop systems require a battery with maximum power to support the intermittent energy draw of these modern vehicles.



**Call Jay or Dana for questions, and pricing.
978-745-7900**



Marathon EFB



Marathon Max



Sprinter Max



Spinter