

AUTO / TRUCK / SUV

POWERING



STARTING

EXIDE® AUTOMOTIVE BATTERIES

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. Exide's new process aims to ensure the best battery for the application and reliable performance overtime.

POWERING vs STARTING

Exide 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.



MARATHON® MAX

For demanding OE applications that came with AGM from the factory, our AGM battery, Exide Marathon Max, targets vehicles requiring maximum power.



MARATHON®

To 'Power your vehicle', Exide Marathon engineered with EFB (Enhanced Flooded Battery) technology gets you there with plenty of power to support your accessories and devices.














SPRINTER® & SPRINTER® MAX

Rely on Exide Sprinter for essential power to 'Start your vehicle' and Exide Sprinter Max for enhanced durability that keeps you charged in the coldest conditions, versus conventional batteries.

Exide's new path-to-purchase strategy guides consumers on a needs-based approach towards the best offering for their vehicle. This new approach reduces customer confusion, increases customer satisfaction, strengthens your profits in category, and builds your bottom line.

FINDING THE RIGHT BATTERY

	POWER YOUR VEHICLE		START YOUR VEHICLE	
	Marathon Max	Marathon	Sprinter Max	Sprinter
				
Free Replacement Warranty	4 Years	4 Years	3 Years	2 Years
 Starting Power	● ● ● ○	● ● ● ○	● ● ● ●	● ● ● ○
 Added Cold Performance	● ● ● ●	● ● ● ○	● ● ● ●	● ● ○ ○
 Added Heat Protection	● ● ● ○	● ● ● ●	● ● ○ ○	● ● ○ ○
 Power for Features and Accessories	● ● ● ●	● ● ● ○	● ● ○ ○	● ○ ○ ○
 Charge Acceptance	● ● ● ●	● ● ● ●	● ● ○ ○	● ● ○ ○
 High Cycle Life ²	3x	6x		
 Start-Stop Compatible	Yes	Yes	No	No

FEATURE DESCRIPTIONS



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

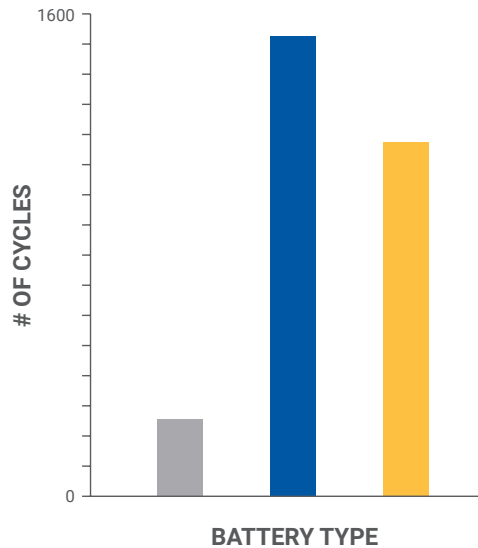
Greater durability² during use and higher charge acceptance ensures a longer life for your battery.



Start-Stop Compatible

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

COMPARING AGM, EFB AND STANDARD FLOODED BATTERIES



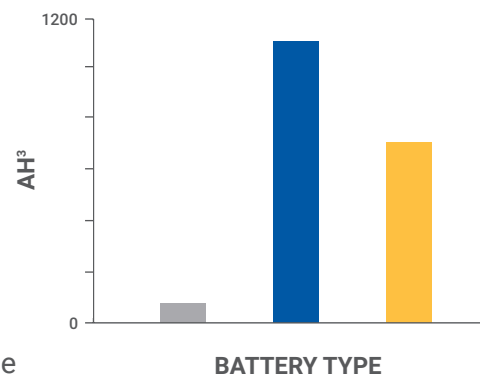
CHARGE ACCEPTANCE²

Higher charge acceptance means better handling of features and accessories by recovering faster from power draws.

CYCLE LIFE¹

Greater durability along with higher charge acceptance meets the needs of your vehicle and lifestyle, ensuring longer battery life.

AVERAGE ACCUMULATED DISCHARGE CAPACITY IN BATTERY LIFESPAN ON 17.5% DOD TEST



LIFETIME DISCHARGE CAPACITY³

Better cycling means more lifetime discharge capacity, which means a harder working battery.

Standard Flooded Battery

Enhanced Flooded Battery (EFB)

Absorbed Glass Mat Battery (AGM)



RECYCLE WITH EXIDE.

EXIDE TOTAL BATTERY MANAGEMENT (TBM)

Exide is one of the largest secondary lead recyclers in the world, and one of the few companies with the ability to provide Total Battery Management, helping to divert batteries from the waste stream by returning the recycled materials to new products. Our commitment to recycling and environmental responsibility is unwavering.

For more information and nationwide warranty terms, visit us at exide.com or call at 1-800-START-IT.

1. Claims made versus standard flooded batteries. Based on average results of batteries tested on EN-50342 17.5% depth of discharge (DOD).

2. Claims made versus standard flooded batteries.

3. Based on average results of batteries tested on EN-50342 17.5% depth of discharge (DOD).