



## FOR IMMEDIATE RELEASE

### ***APEX – Trojan Battery Booth #275***

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## **AFI-Uplift Selects Trojan Deep-Cycle Batteries For Fleet of Rental Powered Access Equipment**

**APEX, AMSTERDAM, June 23, 2014** – [Trojan Battery Co., LLC](#), the world’s leading manufacturer of deep-cycle batteries, has been selected by [AFI-Uplift Ltd.](#) to power its access equipment with deep-cycle Trojan batteries. AFI-Uplift is one of the U.K.'s leading powered access rental companies.

AFI-Uplift rental customers will benefit from Trojan’s full line of [flooded and AGM batteries](#) designed for deep-cycling applications. Trojan batteries will power a wide range of AFI-Uplift equipment rentals including scissor, boom, and mast lifts.

“All of our service teams use Trojan, which is our battery of choice due to the quality service and support provided by Trojan in the U.K.,” said Nick Higgins, Group Support Services director, AFI group of companies. “Trojan Battery’s staff of qualified professionals provide our service teams with quick response times when replacing batteries, resulting in improved customer satisfaction. Trojan also offers a high level of technical expertise in terms of support which is extremely important in order for AFI-Uplift to successfully meet the needs of our customers.”

The engineering and manufacturing behind Trojan’s deep-cycle battery designs continues to advance each year to effectively manage the power needs of rigorous AWP applications. Both flooded and AGM batteries are offered by Trojan, with AGM battery technology quickly gaining in popularity. AGM batteries require minimal maintenance and are ideal in locations where mandates require cranes and access equipment to use batteries that do not spill or gas. Trojan’s team of authorized master distributors possess the knowledge and expertise to assist customers in deciding which battery technology will perform best in a particular application.

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“Trojan Battery understands that choice of battery can have a significant impact on the profitability of rental equipment,” said Mat Segal, senior vice president of international sales for Trojan Battery. “That is why Trojan offers the broadest portfolio of quality Trojan deep-cycle batteries to ensure the best equipment performance possible to meet daily work demands.”

#### **About AFI-Uplift**

As a leading powered access provider, AFI-Uplift Limited offers a comprehensive range of access solutions, from rental to purchase, safety equipment to accredited training, service and maintenance of machines – all geared to individual business needs. Whatever the market sector, AFI can fulfil equipment requirements efficiently and cost effectively, while helping customers to comply with current legislation. To learn more, please visit [www.afi-uplift.co.uk](http://www.afi-uplift.co.uk).

#### **About Trojan Battery Company**

Trojan Battery Company is the world’s leading manufacturer of deep-cycle batteries and a battery technology pioneer, having built the first golf car battery in 1952. Trojan batteries provide power for a wide variety of golf, industrial, renewable energy, recreational and auxiliary power applications. Founded in 1925, the company is ISO 9001:2008 certified with U.S. operations in California and Georgia, and maintains two of the largest and most extensive research and development centers in North America dedicated to engineering new and advanced battery technology. For more information on Trojan Battery Company, visit [www.trojanbattery.com](http://www.trojanbattery.com).

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