



MEDIA ADVISORY

APEX -- Visit Trojan Booth #275

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Reliable Power for Uninterrupted Equipment Operation With Trojan Deep-Cycle Batteries

APEX, Amsterdam, June 19, 2014 – [Trojan Battery, Co. LLC](#) is showcasing its advanced deep-cycle battery technologies for today's [aerial work platform \(AWP\) and lift access equipment](#) at its booth #275 at APEX in Amsterdam June 24 – 26, 2014.

Various issues impact this industry from reduced budgets to increased environmental regulations, which makes battery selection critical to ensuring the reliable operation of AWP and lift access equipment. Trojan Battery's advanced battery technologies provide the power to maximize performance, reduce downtime and extend battery life. Trojan offers deep-cycle flooded and AGM products, as well as HydroLink™, its a single-point watering system for its flooded line.

The engineering behind battery designs and the manufacturing techniques employed by battery companies has advanced in recent years to make certain that batteries will withstand the rigors of these machine applications. Using advanced testing procedures and state-of-the art manufacturing practices ensures the proper development and assembly of deep-cycle batteries for improved performance.

Battery manufacturers, such as Trojan, work closely with equipment manufacturers to ensure their battery designs and functionality keep pace with new AWP machine designs and demands of end-user customers, such as the availability of single-point watering systems for easier maintenance.

Trojan Flooded Batteries

Trojan's deep-cycle flooded batteries, featuring T2 Technology, are engineered for sustained capacity and total overall ampere-hours, resulting in more operating power. Trojan's flooded batteries provide rugged durability and long life, and are available in 6-volt, 12-volt and 36-volt models.

Trojan AGM Batteries

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T R O J A N B A T T E R Y . C O M

Trojan's deep-cycle AGM batteries are maintenance-free featuring unique design elements for optimum performance and rugged durability. Robust plates, advanced separators and proprietary paste formulations extend the life cycle of Trojan's deep-cycle AGM batteries.

Trojan will soon launch the industry's first "true" deep-cycle AGM battery to meet the requirements of a variety of market applications that rely on batteries to power equipment. This new Trojan AGM line will be produced in the U.S. at Trojan's newly reopened manufacturing facility in Sandersville, Ga.

HydroLink™ Single-Point Watering System

Trojan's HydroLink simplifies the watering process, maximizing the performance and life of Trojan's deep-cycle flooded batteries. With Trojan's HydroLink advanced single-point watering system, precise battery watering is made easy, saving time and money when on the job.

"Trojan Tips" Video Tutorial Series

"Trojan Tips" is the company's online video tutorial series created to provide in-depth information focusing on a variety of battery topics such as deep-cycle battery technologies, maintenance practices, charging procedures and safety when handling batteries. To view "Trojan Tips", please visit www.trojanbattery.com/TrojanTips or Trojan's YouTube channel at trojanbatteryco.

About Trojan Battery Company, LLC

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 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.



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