

## MEDIA ADVISORY

### **ARA Rental Show: Trojan Booth 6318**

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### ***Trojan Showcases Deep-Cycle Batteries & New OEM Customer Program at ARA Rental Show in Orlando***

ORLANDO, Feb. 23, 2017 – [Trojan Battery, Co. LLC](http://Trojan Battery, Co. LLC) will display its advanced deep-cycle battery technologies for heavy construction equipment applications as well as launch its new original equipment manufacturer (OEM) customer program at booth 6318 from Feb. 27 to March 3 at the [ARA Rental Show](#) in Orlando. Listed below are the news highlights which will be showcased at Trojan's booth.

#### **News Highlights:**

- **Trojan's OEM Customer Program** is designed to influence end-user purchasers to drive their OEM suppliers to install Trojan batteries on new equipment builds. The program is focused on developing relationships with large scale end-user influencers and purchasers of OEM equipment in Trojan's core markets. It specifically targets current Trojan customers as well as those the company currently does not supply such as big box retail corporations, national and regional rental companies, healthcare institution, etc.

Customer success stories will be featured at the booth including [Simplex Rentals](#) in Montreal, Canada, and [Cleaning Solutions & Supplies](#) in North Carolina and South Carolina.

- **New SmartEquip Customers** – Trojan joined the [SmartEquip](#) network in April 2016 which has enabled current and new Trojan rental equipment company customers to efficiently manage product procurement and technical support. To learn more visit [www.trojanbattery.com/news-room](http://www.trojanbattery.com/news-room).

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

Trojan Battery 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

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of applications that require deep-cycle battery performance including aerial work platform, floor cleaning equipment, golf and utility vehicles, marine/RV, material handling, oil/gas, remote telecom and renewable energy.

Founded in 1925, the company is ISO 9001:2008 certified with operations in California and Georgia. The company also maintains two of the largest and most extensive research and development centers in North America, and opened a third R&D facility in Sligo, Ireland at IT Sligo. These R&D centers are dedicated to engineering new and advanced battery technology. For more information on Trojan Battery Co., visit [www.trojanbattery.com](http://www.trojanbattery.com).

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