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Trojan Battery Names BB Elektronik as Master Distributor for Serbia and Montenegro

SANTA FE SPRINGS, Calif., Jan. 30, 2013 -- [Trojan Battery Co.](#), the world's leading manufacturer of deep-cycle batteries, has partnered with [BB Elektronik d.o.o.](#) as part of Trojan's strategy to expand its presence in eastern Europe. As Trojan's authorized [master distributor](#) in the region, BB Elektronik is responsible for distributing and servicing Trojan products throughout Serbia and Montenegro.

"Trojan's partnership with BB Elektronik enables us to provide customers in eastern Europe a wide range of advanced battery products, outstanding local service and technical support, as well as comprehensive training resources," said Mat Segal, senior vice president of global business development. "By working closely with local distributors such as BB Elektronik, Trojan continues its ongoing international expansion strategy to provide high-performance batteries that optimize the operation of our customers' equipment and applications."

BB Elektronik is a leading supplier of battery products throughout eastern Europe and offers Trojan's complete line of [deep-cycle flooded](#), [AGM](#) and [gel](#) batteries. The company maintains an extensive stock of Trojan battery models ensuring product availability and rapid delivery to meet immediate customer needs.

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

“As a Trojan master distributor, BB Elektronik will expand opportunities to supply advanced Trojan battery technologies to a variety of emerging markets in the region including golf, renewable energy, floor machine, recreation vehicles, marine and aerial work platforms,” said Goran Sipić, managing director and owner of BB Elektronik. “Working closely with Trojan Battery to service customers ensures the success of both companies in supplying advanced deep-cycle batteries to customers in the region.”

About Trojan Battery Company

Trojan Battery Co. 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 industrial, recreational and auxiliary power applications. The company was founded in 1925 and is ISO 9001:2008 certified with U.S.-based operations in California and Georgia. For more information, please visit Trojan’s website at <http://www.trojanbattery.com/>

About BB Elektronik

With more than 20 years of experience in supplying high-quality batteries in Eastern Europe, BB Elektronik features three field service teams and more than 2,500 square-foot warehouse space to service all of its customer needs. For more information, please visit the company’s website at <http://www.bbelektronik.co.rs/index.php/trojanbaterije>.

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