



## FOR IMMEDIATE RELEASE

**Media Contact:**

Kari Garcia  
*Public Relations Manager*  
Trojan Battery Company  
562.236.3038  
[kgarcia@trojanbattery.com](mailto:kgarcia@trojanbattery.com)

### **Lavendon Selects Trojan Deep-Cycle Batteries to Power Rental Fleet of Aerial Work Platform Equipment**

**SANTA FE SPRINGS, Calif., July 1, 2014** – [Lavendon Group, plc.](#), a leader in the aerial work platforms (AWP) rental market, has selected deep-cycle batteries from [Trojan Battery Co., LLC](#) for its rental fleet AWP equipment.

Lavendon rental customers will benefit from Trojan's full line of [flooded and AGM batteries](#) designed for deep-cycling applications. Lavendon is one of the world's largest AWP rental companies with locations in the U.K., France, Belgium, Germany and across the Middle East. Trojan batteries will power Lavendon cherry pickers, boom lifts as well as access, lift and work platforms

"Lavendon's equipment fleet includes more than 20,000 pieces of equipment and our customers require deep cycling battery technology to meet the maximum uptime requirements while on a job site," said Nigel Wain, group purchasing manager for Lavendon. "Lavendon is looking forward to working closely with Trojan Battery to fulfill our commitment to meeting customers' needs and expectations at a moment's notice."

Various issues impact the lift access industry from reduced budgets to increased environmental regulations, which makes battery selection critical to ensuring the reliable operation of AWP and access equipment. Trojan Battery's advanced battery technologies provide the power to maximize performance, reduce downtime and extend battery life.

*< more >*

**C A L I F O R N I A**

12380 Clark Street, Santa Fe Springs, CA 90670 | Tel.562.236.3000 | Tel.800.423.6569 | Fax.562.236.3282

**G E O R G I A**

5174 Minola Drive, Lithonia, GA 30038 | Tel.678.518.7300 | Tel.800.246.2550 | Fax.678.518.7398

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

“Deep-cycle batteries, whether they are flooded or AGM, are the best choice for operating battery-powered AWP equipment because they are optimized for the deep discharge, characteristic of the operation of these machines,” said Mat Segal, senior vice president of international sales for Trojan Battery. “Trojan’s advanced deep-cycle battery technologies will provide Lavendon customers reliable equipment runtime, giving them more productive hours on the job site.”

**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](http://www.trojanbattery.com).

**About Lavendon Group, plc.**

Lavendon is the European and Middle East leader in the rental of powered access equipment market. Powered access equipment is designed to enable people to work safely, productively and comfortably at height. It can be used in a comprehensive range of applications, both inside and outside buildings and structures. Lavendon has operations in the United Kingdom, Germany, Belgium, France, Bahrain, Kuwait, India, Oman, Qatar, Saudi Arabia and the United Arab Emirates. The equipment fleet totals more than 20,000 units and the Group employs over 1,650 people. For more information, visit: <http://www.lavendongroup.com>.

###