

## FOR IMMEDIATE RELEASE

**Media Contact:**

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

## TROJAN NOW OPERATES FACTORY SALES LOCATIONS THROUGHOUT SOUTHEAST REGION OF U.S.

### *Trojan Battery Sales to Focus on Enhancing Product Availability and Customer Service*

SANTA FE SPRINGS, Calif., Jan. 27, 2016 – [Trojan Battery Co., LLC](#), the world’s leading manufacturer of deep-cycle batteries, today announced the establishment of [Trojan Battery Sales<sup>®</sup>, LLC](#), a wholly owned subsidiary of Trojan Battery Co. Trojan Battery Sales, formerly Safe-Start, LLC, now operates factory sales locations throughout the southeastern U.S., with several distribution centers in Florida to maximize support to Trojan’s extensive dealer base in the region.

Trojan Battery Sales has distribution centers in Birmingham, Ala., Macon, Ga., Nashville, Tenn., and four locations in Florida based in Ft. Myers, Miami, Pensacola and St. Petersburg, with plans for continued expansion of Trojan Battery Sales centers throughout the southeast region of the U.S.

These locations carry several brands of batteries, chargers and accessories to address all of our customers’ needs. Trojan’s factory sales locations will support various battery-powered applications including automotive, floor machine, golf cars, industrial, marine/RV, motorcycle, mobility, renewable energy and utility vehicles.

“Trojan Battery Sales distribution centers are strategically located in areas which boast a large Trojan Battery customer base,” said Brian Jaibur, director of sales for Trojan Battery. “This new sales channel enables Trojan Battery Sales to better service customers by providing a wide

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#### 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

#### G E O R G I A

5174 Minola Drive, Lithonia, GA 30038 | Tel.678.518.7300 | Tel.800.246.2550  
3012 George J. Lyons Parkway West, Sandersville, GA 31082 | Tel.478.292.2000 | Tel.800.246.2550

selection of products and enhancing on-time delivery, while at the same time strengthen the Trojan brand.”

Customers will benefit from quick order fulfillment, selection from an extensive product line, competitive local pricing, and a knowledgeable Trojan Battery Sales team to provide technical service and support.

“The establishment of factory sales locations in the southeast offers tremendous growth opportunities in the region for Trojan,” Jaibur said. “Trojan’s reputation for quality and reliability will be further enhanced by our affiliation with a significant number of dealer locations in cities throughout the southeast.”

### **About Trojan Battery Sales, LLC**

Trojan Battery Sales, LLC is a wholly owned subsidiary of Trojan Battery Co., LLC, which operates sales locations throughout the southeast region of the U.S. It offers a wide range of battery products, chargers and accessories to support various battery-powered applications including automotive, floor machine, golf cars, industrial, marine/RV, motorcycle, mobility, renewable energy and utility vehicles. For more information visit [www.trojanbatterysales.com](http://www.trojanbatterysales.com).

### **About Trojan Battery Co., LLC**

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 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 and renewable energy.

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, as well as one in Sligo, Ireland, dedicated to engineering new and advanced battery technology. For more information on Trojan Battery visit [www.trojanbattery.com](http://www.trojanbattery.com).

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