

## FOR IMMEDIATE RELEASE

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### **Trojan Battery Expands Sales Team for Europe, Middle East and Africa**

**SANTA FE SPRINGS, Calif., April 14, 2016** – As the world’s leading manufacturer of deep-cycle batteries, [Trojan Battery Co., LLC](#) today announced the appointment of two new members to its sales team to enhance support of sales throughout Europe, the Middle East and Africa (EMEA). Will Scotson has been appointed sales manager for western Europe, and Gonzalo Armada has joined Trojan as market manager for EMEA.

Scotson brings more than 15 years of sales experience in the battery industry to his position. He most recently served as sales manager for the U.K. and Ireland golf division at Yamaha Motor (U.K.) Ltd. Scotson was responsible for the electric vehicle development in the golf, hotel, and leisure industries. He also was responsible for developing and increasing vehicles sales and leases in the golf industry.

With more than 30 years of experience in the battery industry, Armada has held various product and marketing management positions with Exide Technologies’ operations in Europe. During his tenure at Exide, he was responsible for managing the company’s annual product roadmap for its portfolio of batteries and accessories. Armada also was responsible for managing product launches in more than 10 countries and from five factories.

“The extensive background in deep-cycle battery technology which both Scotson and Armada bring to Trojan, uniquely positions the company to continue its expansion worldwide,” said Michael Grundke, Trojan Battery general manager for EMEA. “Their expertise in a wide range

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of battery fields will support Trojan's sales growth objectives for the region. They also will work to identify new business opportunities, define market trends, and determine product needs of customers in the region."

Scotson and Armada will report to Michael Grundke, general manager for EMEA at Trojan Battery.

### **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 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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