

## FOR IMMEDIATE RELEASE

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### **Trojan Battery Joins the SmartEquip Network Simplifying Battery Procurement for Equipment Companies**

**SANTA FE SPRINGS, Calif., March 29, 2016** – [Trojan Battery Co., LLC](#), the world’s leading manufacturer of deep-cycle batteries, today announced that its products will be available in May 2016 for purchase by equipment companies via the [SmartEquip Network](#). SmartEquip is an online fleet support network that connects fleet owners to manufacturers and their dealers with real time access to critical parts and service information.

“Trojan’s product procurement program will be greatly enhanced by joining the SmartEquip Network which services the nation’s top rental fleet customers,” said Holly Ernest, senior director of North American aftermarket sales for Trojan Battery. “With the SmartEquip Network currently supporting more than 160 OEM brands via over 4,000 locations across North America and Europe, rental fleet customers can easily access Trojan’s leading edge battery technologies to meet the requirements of their specific types of equipment.”

By joining the SmartEquip Network, Trojan streamlines the order fulfillment process for its equipment rental yard customers. Trojan will offer its full line of advanced deep-cycle battery technologies, which are engineered to maximize performance and reduce equipment downtime. These products include deep-cycle flooded, AGM and gel batteries, as well as HydroLink™, Trojan’s single-point watering system for its flooded line which can fill a set of batteries in less than 30 seconds.

< more >

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“With Trojan deep-cycle batteries now part of SmartEquip, our more than 40,000 users can now purchase the industry’s leading deep-cycle battery,” said Mike Kendall, SmartEquip’s Vice President of OEM Strategic Accounts. “The addition of the Trojan brand, enhances battery product offering to construction equipment rental fleets by maximizing performance and reducing downtime while on the job site.”

### **About SmartEquip**

SmartEquip is the leading global standard for online parts support. SmartEquip is an online fleet support network that connects fleet owners to manufacturers and their dealers with real time access to critical parts and service information. It helps fleet owners generate more profit from their equipment by automating and accelerating the service workflow, thereby increasing asset availability and revenue. The SmartEquip Network streamlines the service process, eliminates order errors, improves technician wrench-time and greatly reduces equipment downtime. SmartEquip drives the fleet performance that grows profitability.

SmartEquip currently supports more than 160 OEM brands, with over 40,000 users across more than 4,000 locations across North America and Europe. SmartEquip recently surpassed \$2 billion in transactions and \$20 Billion in Fleet Coverage. SmartEquip is staffed by veterans of the construction and software industry. SmartEquip. "Be Ready." To learn more, visit [www.smartequip.com](http://www.smartequip.com) or email [beready@smartequip.com](mailto:beready@smartequip.com)

### **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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