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### TROJAN BATTERY LAUNCHES VIDEO TUTORIAL SERIES TO EXPAND UNDERSTANDING OF DEEP-CYCLE BATTERY TECHNOLOGIES, MAINTENANCE AND SAFETY

**Santa Fe Springs, Calif., April 11, 2012** – [Trojan Battery Company](http://www.trojanbattery.com), the world's leading manufacturer of deep-cycle batteries, today launched "[Trojan Tips](http://www.trojanbattery.com)," its video tutorial series created to provide in-depth information focusing on a variety of battery topics such as deep-cycle battery technologies, maintenance practices, charging procedures and safety when handling batteries. "Trojan Tips" is designed to expand awareness of deep-cycle battery technology.

The first "Trojan Tips" video tutorial can be viewed at <http://www.trojanbattery.com/>.

A new "Trojan Tips" video tutorial will premiere each month throughout 2012 on the Trojan Battery corporate Web site. The first "Trojan Tips" video, which debuts today, reviews the various battery technologies available on the market today, and what to consider when selecting a battery for a particular application. The public, as well as Trojan distributors, dealers and customers can log onto the Trojan Web site to view the video tutorials and learn more about a variety of deep-cycle battery topics.

"One of the most important features of electrically powered equipment, and probably one of the most ignored, is the battery," said Vicki Hall, Trojan's director of quality and technical services, and host of the "Trojan Tips" educational series. "The battery is the heart of any piece of electric equipment that relies on batteries for power. When a battery fails in a golf car, scissor lift or floor cleaning machine for example, it can make or break a day on the course or impact profitability on the job site. Proper understanding of this technology and maintenance practices are key to getting the most out of a battery investment."

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Trojan developed the "Trojan Tips" series to educate the public on a variety of important battery-related subjects that can positively impact the performance and longevity of deep-cycle batteries used to power electrical equipment. Topics such as selecting the right battery, maintenance techniques and appropriate charging and equalization guidelines are just a few of the issues that will be addressed during the video tutorial series.

**About Trojan Battery Company**

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).

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