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Trojan Battery Company Announces Powerful Brand Refresh

SANTA FE SPRINGS, Calif., September 24, 2018 – Trojan Battery Co., LLC, the world’s leading manufacturer of deep-cycle energy storage solutions for Motive and Stationary applications, is proud to introduce a fresh, new brand. The new look includes a modern logo, vibrant colors, revised product branding and a new tagline: Charging Forward. The refreshed brand will be apparent in Trojan’s marketing campaigns, collateral, and a new website, which is slated for later this year. The classic maroon color of Trojan batteries will remain the same.

The new logo replaces the previous logo, which had been in place for over 13 years. Prior to that, the Trojan Battery logo had undergone 4 re-brands in its nearly 100-year-old history. The new logo depicts a revamped version of the iconic Pegasus which is now facing forward. This change in direction signifies the positive momentum that Trojan Battery is experiencing as a company.

“This is an exciting time in our industry and at Trojan. This bold re-branding is a platform for the launch of new technologies, while energizing our company and all Trojan stakeholders around the world as we go confidently into the future together,” said Neil Thomas, president and chief executive officer for Trojan Battery. “Our new logo, refreshed company colors and graphics, and new tagline, pave the way for us to be the leader in the energy storage industry.”

“Trojan is confident that the new branding supports our maturation as a company while staying true to the legacy that built this business,” said Bryan Godber, senior vice president of

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corporate marketing and product management. “Our continuous goal is to set ourselves apart from the competition by maintaining a brand promise that exemplifies the high quality, performance and technical support we are known for.”

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The brand refresh coincides with Trojan Battery Company moving their headquarters into a new office building to accommodate the tremendous growth Trojan has experienced in recent years. The new space features an open floor plan with state-of-the-art meeting rooms and highly collaborative workspaces.

"This is an exciting time for Trojan Battery. The new brand in conjunction with this move to a modern headquarters has invigorated our entire organization," Thomas said. "I'm very pleased to have the opportunity to lead this dynamic organization and to position Trojan towards its next 100 years of success."

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/MEWP, airport ground support equipment, floor cleaning machines, golf and utility vehicles, marine/RV, material handling, oil/gas and renewable energy industries.

Founded in 1925, the company is ISO 9001:2015 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 visit www.trojanbattery.com.

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