

# SUPER START<sup>®</sup>

## PLATINUM

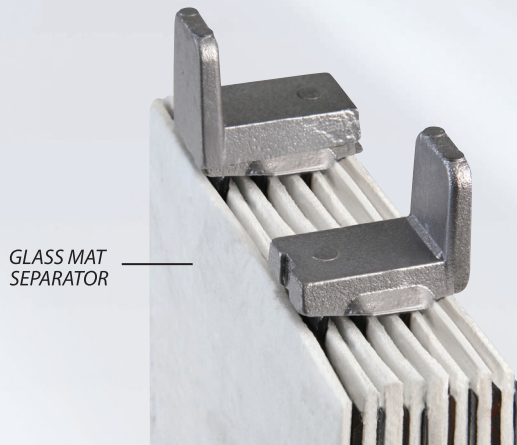
+AGM ABSORBED GLASS MAT



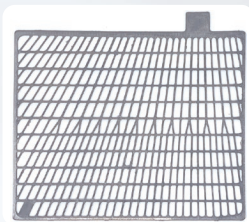
Super Start Platinum batteries with AGM technology are equipped to handle the evolving demand of today's vehicles. Conventional batteries can be extremely overwhelmed by these demands falling short of delivering critical dependability and performance.

### What is AGM?

AGM stands for Absorbed Glass Mat which is a highly absorbent, micro-porous mat made of specialized glass fibers. AGM is not a GEL battery.



GLASS MAT  
SEPARATOR



AGM PLATE



FLOODED PLATE

### How does an AGM battery work?

- All of the electrolyte is absorbed into AGM absorbed glass mat material keeping acid evenly suspended around the plate to maximize cranking power and create a spill-proof design.
- Absorbed Glass mats further protect the battery plates from deep discharge and vibration damage.

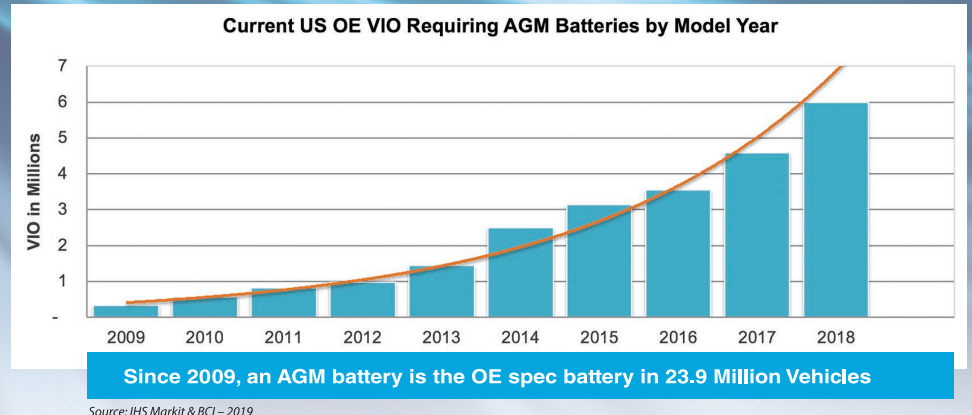
### Super Start Platinum product benefits

- 2x the cycle life of conventional batteries.
- 20x more vibration protection.
- Special one-way, pressure-relief valves prevent dry out for premium AGM performance.
- Taller plates with more surface area for higher cranking power.
- Robust and thicker plate with high density paste for better cycling.
- Optimized Grid Path Construction for maximum paste adhesion/ retention to prevent loss of the power producing material and premature wear.

### AGM is the growing trend in the automotive market

AGM is the best technology to satisfy the heavy electronic power needs of today and the evolving needs of tomorrow.





### What you need to know when selling AGM



#### Know the OE Replacement

- If the OE battery is AGM, it must only be replaced with another AGM product.
- AGM is built to handle the extra accessory loads and cycle life service above and beyond a flooded design. A flooded battery may fail prematurely in an AGM application.



#### Know the Aftermarket

- There is an increasing aftermarket demand for the enhanced accessory power and other superior benefits of AGM technology.
- AGM batteries can be used to upgrade from a flooded battery.

#### Know Your Customers' Needs

- The OE vehicle requires or came with an AGM battery.
- Vehicle has multiple demanding electronics like navigation systems, video monitors, heated seats, backup cameras, and other types of electronics.
- Encourage preventative replacement by testing every battery.
- Remind customers to return used batteries to O'Reilly Auto Parts for proper battery recycling to help protect the environment.