

SUPER START⁺

PLATINUM AGM

TIPS TO HELPING YOUR CUSTOMERS UPGRADE TO AGM

Often the right product is a premium product – like the SuperStart Platinum AGM.



Know How to Best Support a Premium Product

- Offer the premium battery first.
- Encourage preventative replacement

Know your customers' needs

- Did their car come standard with an AGM battery?
- How loaded is their vehicle with electronics – does it have powered windows, doors, or heated seats?
- Do they frequently charge their cell phone or tablet?
- Would they pay more initially for a better long-term value?

Know the product features

- Absorbed Glass Mat (AGM) technology means glass mat separators with reinforced plates create maximum durability, providing extreme shock resistance and longer accessory power or cycle life.
- Pure, highly conductive electrolyte held tight against the plates ensure lightning-fast starts with no leaking acid.

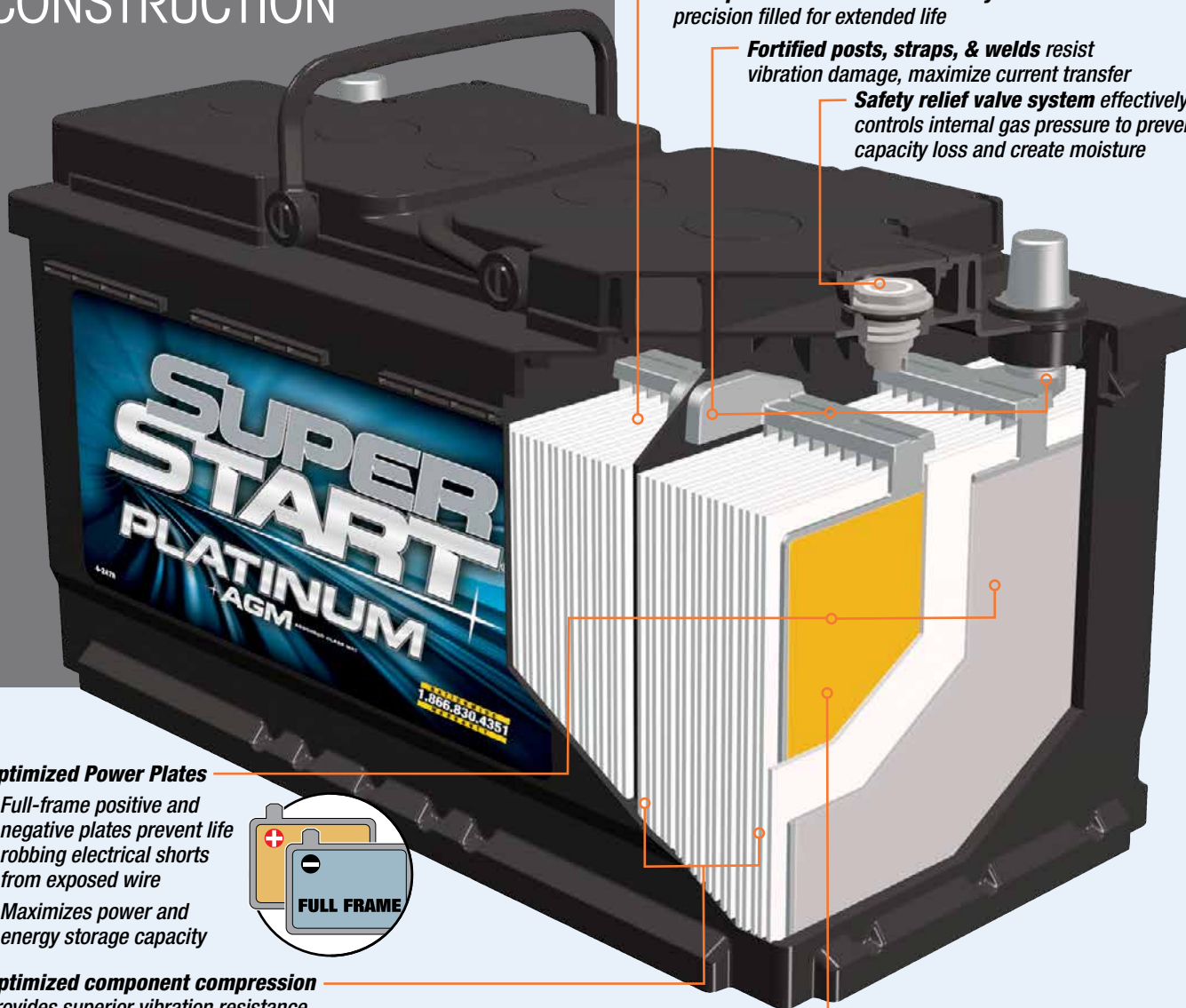
Know the product benefits

- Delivers powerful and reliable starting even in extreme cold temperatures
- Protects starting performance even in vehicles with large electrical loads (DVD players, navigation systems, heated seats, powdered doors, etc.)
- Premium maintenance-free, non-spill construction
- Exceptional ability to bounce back from accidental discharges or infrequent use

Know the Aftermarket Advantage

- A higher percentage of OE vehicles demand AGM each year.
- AGM batteries will replace a flooded battery in any typical alternator voltage regulated system.
- AGM battery design can cause less wear on the vehicle's alternator system over time.

AGM MAINTENANCE-FREE CONSTRUCTION



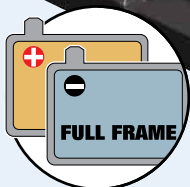
Enhanced electrolyte suspension system completely absorbs electrolyte for spillproof design
Ultra-pure demineralized electrolyte precision filled for extended life

Fortified posts, straps, & welds resist vibration damage, maximize current transfer

Safety relief valve system effectively controls internal gas pressure to prevent capacity loss and create moisture

Optimized Power Plates

- Full-frame positive and negative plates prevent life robbing electrical shorts from exposed wire
- Maximizes power and energy storage capacity



Optimized component compression provides superior vibration resistance

Enhanced crystallization of Optimized Power Plates provides more power-per-pound

AGM SERIES FEATURES

Enhanced Electrolyte Suspension System



- Absorbs more electrolyte, protects internal components
- Micro-porous glass separators prevent acid spills and terminal corrosion

Performance Beyond Expectation

Our automotive AGM batteries are made with the most advanced computerized equipment in order to make the very best product. These batteries undergo stringent testing and quality control checks to ensure dependability.

All internal components are made from the finest raw material resources. These raw materials are tested by the latest equipment for purity, quality, and performance. Advanced technological features have been incorporated throughout the entire battery design to deliver trusted reliability, longevity, and performance beyond expectation.



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