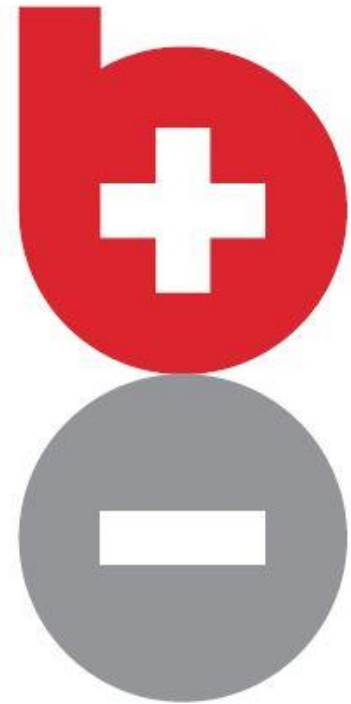


Battery Outfitters

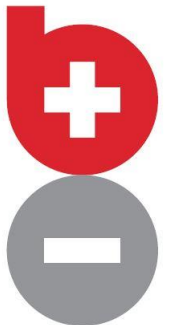


BatteryOutfitters
YOUR NEIGHBORHOOD BATTERY STORE

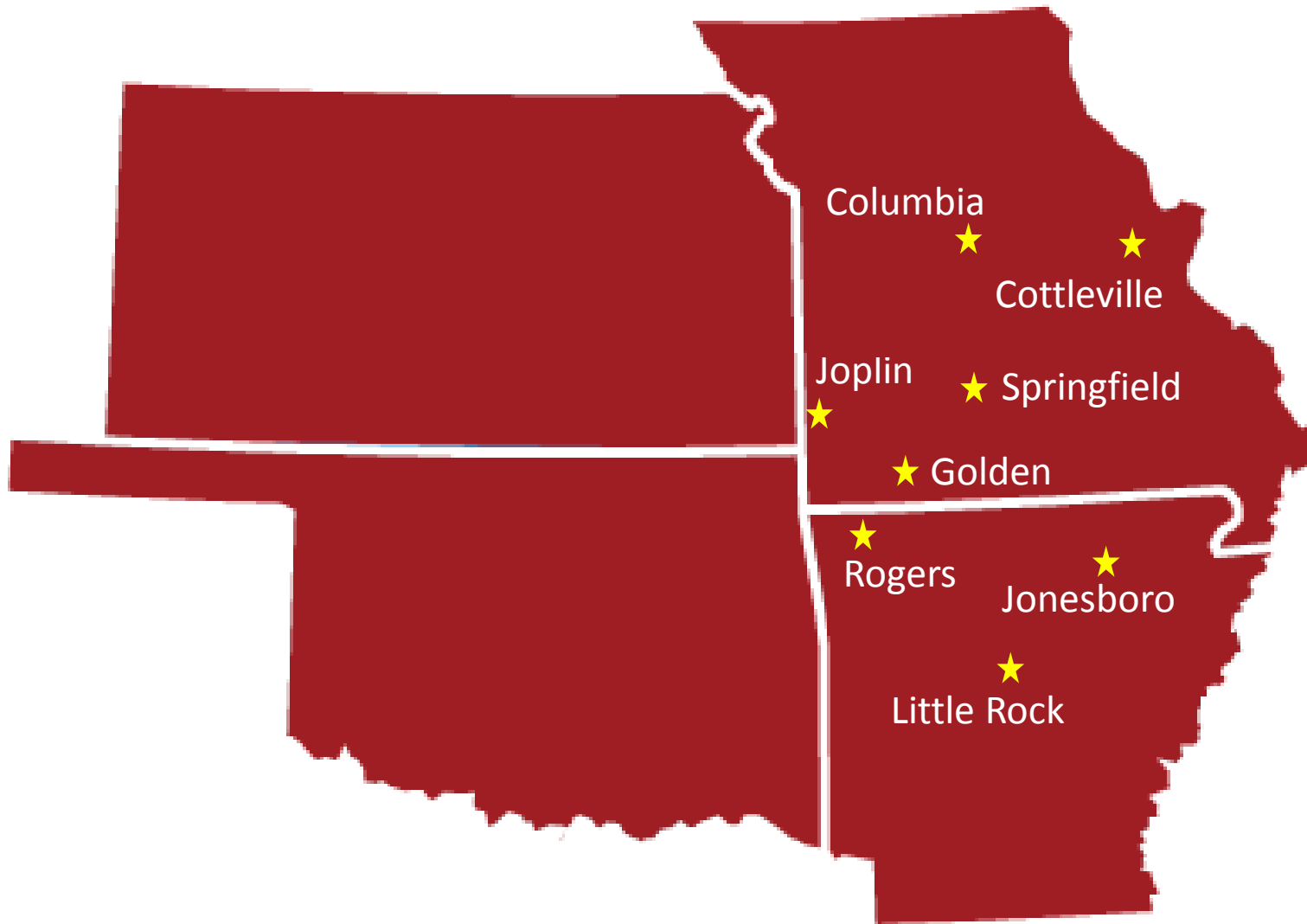
About Us

In 1980 Battery Outfitters opened in Golden, Missouri selling batteries primarily for the automotive, commercial, and marine markets. Our first retail store was opened in 1996 with batteries for all applications.

With continued growth we now have 8 locations-and partners nationwide to support any battery program.



BatteryOutfitters
YOUR NEIGHBORHOOD BATTERY STORE



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Route Support

16 total trucks delivering from 6 location.

106 routes split every two weeks.

(A) 54 routes

(B) 52 routes

682,131 total miles driven each year in 5 states

Missouri – 343,991

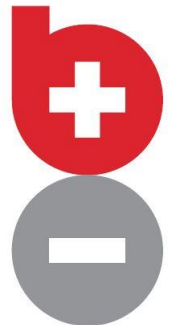
Arkansas – 199,328

Oklahoma – 99,614

Kansas – 38,466

Illinois – 732

Average of 120-160 deliveries monthly, from each of our 8 retail locations.



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Battery 101

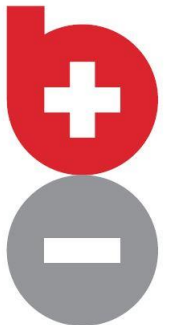


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Batteries in the market

Lead Acid-

- Flooded
- Enhanced Flooded (High Cycling)
- AGM
- TTPL (AGM)
- Lithium – Emerging Technology



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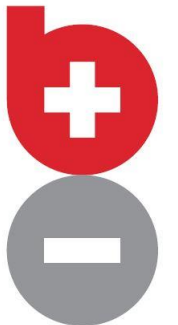
Flooded/Enhanced Flooded

Flooded

- Most MF
- Calcium/Calcium design

Enhanced Flooded (High Cycling)

- Start/Stop technology
- More Reserve Capacity/Cycle capability



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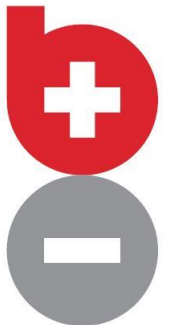
AGM/TTPL

AGM

- Valve Regulated
- Absorbed Glass Matt
- Benefits

TTPL-Thin Plate Pure Lead

- More Reserve Capacity
- Cycle capability-400 cycles to 80%DOD



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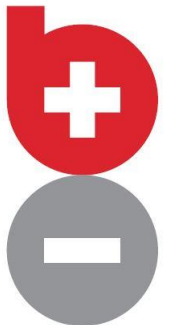
Lithium

Lithium

- LIFO4
- LiON

New Technology

- Bi-Polar
- Cost Per Mile



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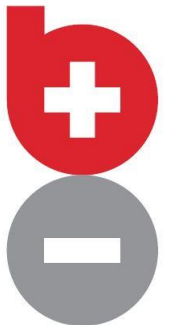
How do we compare?

CCA vs. RC

- What is your application
 - APU
 - Starting

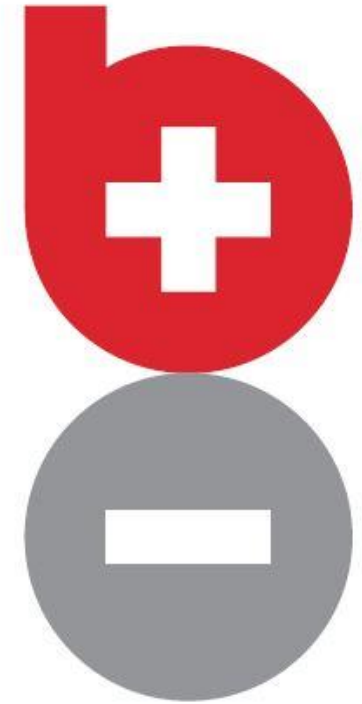
Warranty

- What does your maintenance program look like?
- What is your expectation?



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Questions?



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