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## NEWS RELEASE

### **ENERSYS ANNOUNCES RE-BRANDING OF ENERSYS IRONCLAD BATTERIES**

**Reading, PA** – In a move designed to take advantage of the global strength of its corporate brand and the superior qualities of its motive power batteries, chargers and accessories, EnerSys announces the establishment of the ENERSYS IRONCLAD line of batteries. The announcement was made by John Craig, chairman, president, and chief executive officer of EnerSys, the largest manufacturer, marketer and distributor of industrial batteries in the world.

“For nearly one hundred years the IRONCLAD square tubular design has been the industry standard for performance in thousands of applications and work environments,” said Craig. “The roots of our company go back even further than IRONCLAD so we’re extremely pleased to attach the EnerSys name to this venerable brand.”

“The square tubular plate design delivers what we like to call ‘the IRONCLAD Effect’,” said John Shea, executive vice-president, Americas. “Compared to a conventional flat plate battery of the same six-hour rating, it typically delivers 15% more usable power, and, in some cases, considerably more. For lift trucks that means better speed and more trips per hour or per day and fewer ampere-hours of discharge per trip.”

ENERSYS IRONCLAD batteries are marketed under the SUPERHOG, LOADHOG, DESERTHOG, WORKHOG, and SMARTHOG sub-brand names.

The top-of-the-line SUPERHOG battery is designed for long runs, heavy loads, and adverse conditions. It is available in 110- and 155-AH configurations and is ideal for the biggest, most difficult jobs.

The ENERSYS IRONCLAD LOADHOG is the first 100-AH battery in a standard 85-AH configuration. It delivers 18% more capacity but fits a standard 85-AH compartment. 140-AH and 75-AH configurations are also available. The ENERSYS IRONCLAD DESERTHOG is a maintenance-free flooded battery. It is ideal for medium to heavy-duty applications not suitable for a sealed battery and is available in 125-AH, 100-AH, and 85-AH configurations.

First introduced in 1910, ENERSYS IRONCLAD WORKHOG batteries introduced square tubular technology to the market. They are available in sizes to fit vehicles from small personnel carriers up to 100,000-lb. lift trucks and in 85-AH and 125-AH configurations. They are the most powerful standard rated batteries available.

Maintenance-free ENERSYS IRONCLAD SMARTHOG batteries were the first to offer 23” and 31” high, 80-and 120-AH fully sealed, valve regulated lead acid batteries. They are also available in 60-, 45- and 28 AH configurations.

“It may be a new name,” said Shea,” but nothing else has changed with our IRONCLAD products. We will continue to offer our FIVE PLUS ONE extended warranty on flooded-type IRONCLAD batteries, and support our customers with the largest number of technicians and mobile service vans in the industry. ENERSYS IRONCLAD will continue to be the ‘gold standard’ of the industry.”

***EDITOR’S NOTE:*** EnerSys, the world leader in stored energy solutions for industrial applications, manufactures and distributes reserve power and motive power batteries, chargers, power equipment, and battery accessories to customers worldwide. Reserve power batteries are used in the telecommunications and utility industries, uninterruptible power suppliers, and numerous applications requiring standby power. Motive power batteries are utilized in electric fork trucks and other commercial electric powered vehicles. The company also provides aftermarket and customer support services to its customers from over 100 countries through its sales and manufacturing locations around the world. More information regarding EnerSys can be found at [www.enersys.com](http://www.enersys.com).