



Tuesday, February 05, 2013

New owner for iconic battery brands - Exide & Marshall

Exide Technologies today announced the sale of its Australasian Transportation division to Marshall Power Australia and Marshall Power Limited in New Zealand ("MP). The sale was finalised on February 4, 2013.

This sale does not include or affect the Australasian GNB Industrial division which Exide Technologies Incorporated will retain going forward.

MP, an associated entity of RAMCAR Batteries Inc., will assume the transportation business in its entirety, including sales operations, the battery manufacturing facility in Edinburgh North, South Australia and will continue to locally manufacture batteries for the Australasian OEM and Aftermarket using the iconic brands of Exide and Marshall Batteries.

RAMCAR, headquartered in the Philippines, was founded in 1919 and is one of the leading independent lead-acid battery manufacturers in the ASEAN region, the United States and the leading battery manufacturer in the Philippines with strong OEM links. The company manufactures a complete line of domestic and foreign automotive and commercial batteries using the very latest technology and quality control methods. It also owns and operates businesses in the IT area as well as specialising tooling and engineering.

MP will continue to operate the business as an ongoing concern, leveraging the brands and businesses of both Exide and Marshall for long term growth.

'This acquisition brings together a global leading automotive battery company with the iconic Exide Batteries product, a strong business culture with professional staff and systems. It will continue to build on the 75+ years of trading that Exide and Marshall have enjoyed in the region' said Bong Bernardo, MP's Managing Director.

MP's Australasian Director of Sales & Marketing, Andrew Duncan also adds 'We are delighted that MPL will continue to be 'product', 'R&D' and 'customer' focused and enhance the operations in Australasia, further cementing our market leading brands. The commitment to stored electrical energy solutions remains second to none and this new era is welcomed with excitement and enthusiasm'.

Exide Technologies will work closely with RAMCAR throughout a transition period to ensure a smooth move for customers and a continuance of World leading products and service.

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Press Release