



# ProductGuide

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Welcome to the Exide Product Guide!

This guide is your go-to resource for understanding Exide products and discovering why Exide is the ideal business partner. Whether you're a distributor, retailer, or service provider, this guide equips you with essential knowledge about our brand, product range, and industry-leading support.

Inside, you'll find everything from our rich history and credentials to detailed insights on product specifications, warranty policies, and battery care. You'll also learn about our strong service and distribution network, branding guidelines, and the key reasons to partner with Exide.

- History and Credentials
  - Product Range
  - Warranty and Battery Care
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  - Service and Distribution
  - Top 5 Reasons to be an Exide Partner
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# It All Starts

Exide's tagline, "It All Starts," confidently captures the company's steadfast commitment to power, reliability, and innovation. As a global leader in battery technology, Exide is essential in energizing industries, automobiles, homes, and businesses. Whether launching an automotive engine, powering a marine vessel, or driving industrial equipment, Exide provides the strong foundation necessary for seamless and dependable performance.

This tagline boldly reflects Exide's mission to be the driving force behind every journey, project, and innovation. It embodies not just the start of an engine, but the initiation of progress, efficiency, and trust. With an extensive range of advanced automotive batteries and robust industrial energy solutions, Exide guarantees that everything important begins with enduring power.

Furthermore, "It All Starts" highlights Exide's unwavering dedication to technological advancement and sustainability. It signifies both a proud legacy and a commitment to new possibilities.

With decades of experience, Exide proudly powers industries and individuals alike, standing firm in its tagline. In the world of power, it all starts with Exide.

# HISTORY

1888

The Electric Storage Battery Company, which would one day become Exide Technologies, was founded by W.W. Gibbs in 1888.

1898

Exide batteries provide the submerged power for the U.S. Navy's first modern commissioned submarine, the USS Holland (SS-1).

1905

Chloride exported batteries to Australia under the Exide brand

1912

To eliminate dangerous hand-cranked engine starting, Cadillac became the first battery-started internal combustion car. Exide batteries supplied power for lighting and ignition.

1924

Exide batteries take flight! U.S. Navy squadron planes rely on Exide stored energy technologies in flights across the globe.

1934

Exide powers Jeannette and Jean Piccard through a record-breaking high-altitude balloon flight over Lake Erie.

1948

Dunlop established a green-fields battery manufacturing facility in Sandringham, Victoria

1953

The first Australian-manufactured automobile was a Holden 48-215, which used an Exide battery.

1969

NASA's first lunar landing module used the stored energy of Exide's solar-recharged batteries. NASA took nickel-zinc Exide batteries to the moon on all Apollo space missions.

1989

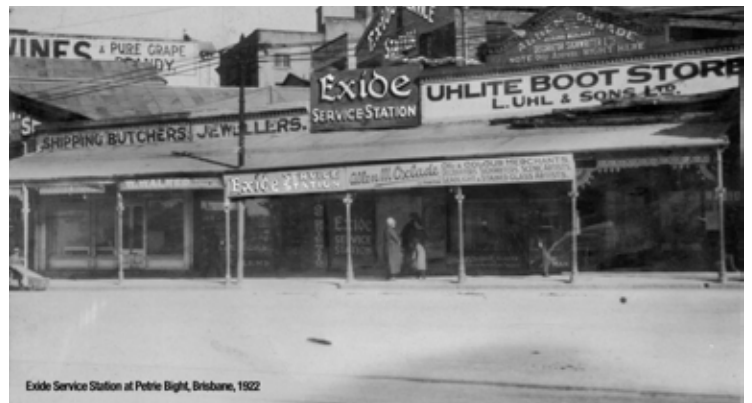
Exide Australia started manufacturing operations in Elizabeth, South Australia.

2013

Marshall Power Australia purchased the transportation division of Exide Technologies to distribute nationwide in Australia and New Zealand.

2014

Next Generation Exide product launched featuring Ap9 and 2XT technology with the industry's first 'customer for life' warranty program.



# ORIGINAL EQUIPMENT MANUFACTURER



# PRODUCT RANGE

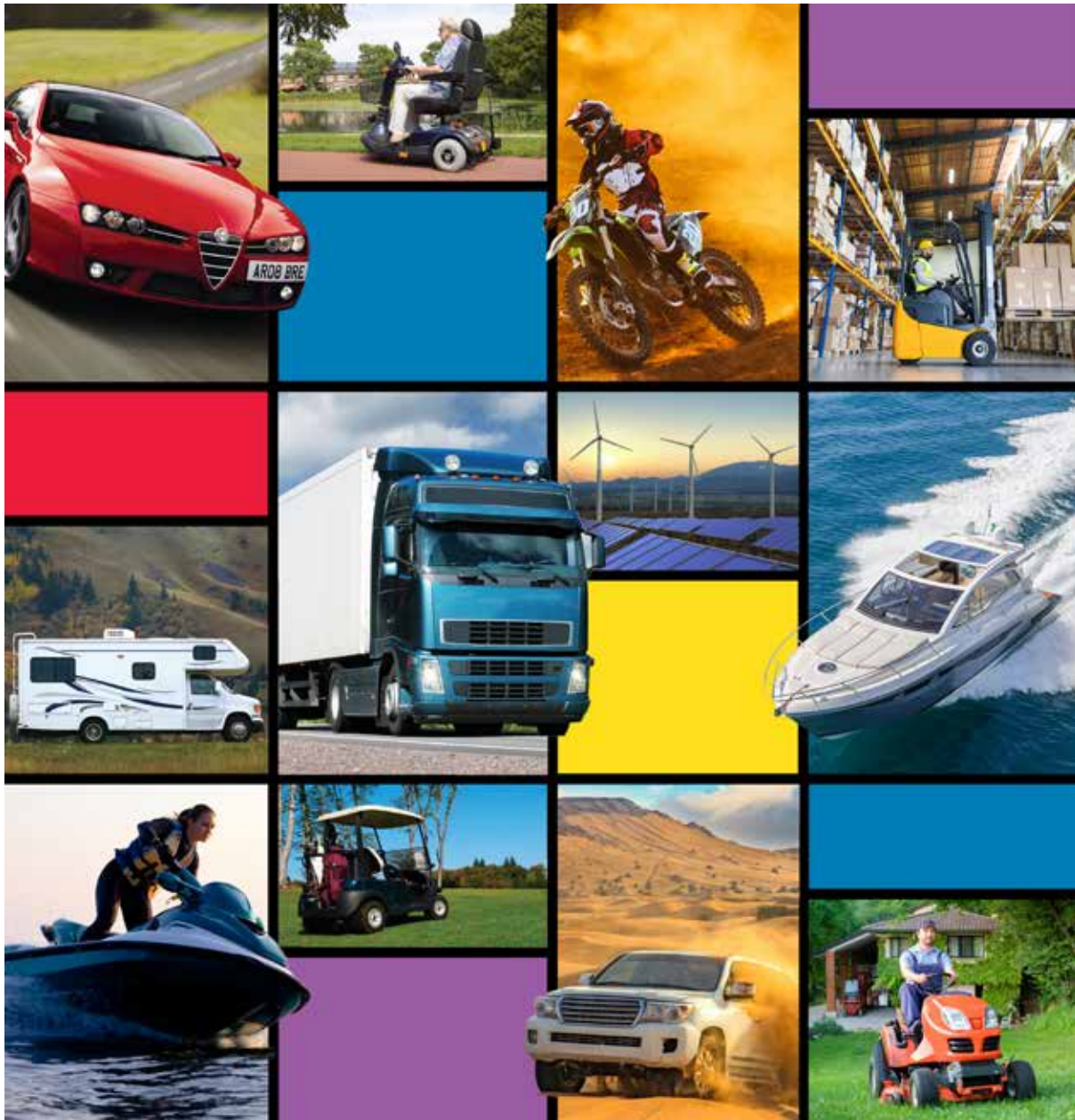
## COMPLETE RANGE

EXIDE offers a comprehensive range of starting, dual purpose, cycling and industrial products for the following applications:

- ◇ Conventional Vehicles
- ◇ Stop/Start, EV, PHEV and Hybrid
- ◇ SUV/4WD and Light Commercial
- ◇ Heavy Commercial
- ◇ Leisure and Adventure
- ◇ Marine & Warercraft
- ◇ Powersport vehicles

- ◇ Mobility scooters, Golf Carts and Ride on mowers
- ◇ Industrial Applications (Sweepers, Scissor lifts, Fork Lifts)
- ◇ UPS, Solar & Communications

Each application deserves the correct technology, and Exide have designed its range to provide felxibility in choice and correct specification.





# Products Range

All modern applications place heavier demand on the battery's performance than ever before. Exide understands these changes and have recently commissioned comprehensive car-parc research into genuine OEM specification requirements which has resulted in the design of Exide's leading range, designed specifically for the Australian & New Zealand market.



## EXTREME

Exide Extreme with Pro Frame Technology features cutting-edge advanced lead-calcium composition for exceptional durability and performance. Its high-efficiency electrical flow system, dense compact structure, rugged hardened alloys, and robust intercell connections optimize power output while minimizing energy loss. High-purity lead and electrolyte guarantee superior charge retention for demanding, diverse applications—engineered for long-lasting dependability.



Ultra High Performance



Longer Service Life



Vibration Resistant



Pro Frame Grids



## ENDURANCE

Featuring Pro Frame Grids, the Exide Endurance Battery is available in maintainable and fully-sealed, maintenance-free, delivering exceptional durability and reliable performance. Built with hardened alloys and robust intercell connections, its advanced high-efficiency electrical system optimizes power output while minimizing energy loss. High-purity lead and electrolyte ensure superior charge retention, making it ideal for demanding, diverse applications. Engineered for unmatched, unparalleled lasting dependability.



High Performance



Long Service Life



Vibration Resistant



Pro Frame Grids



## EVOLUTION

STOP-START, HYBRID & ELECTRIC VEHICLES

Exide Evolution is the battery of the future available today. Surpassing Original Equipment standards for stop-start vehicles, meeting the needs of today's advanced automotive systems. Superior performance, and long-lasting functionality, Exide Evolution excels in stop-start, hybrid, and electric vehicles, delivering 100% more cycles in conventional models. It all Starts with Exide.



Exceptional Auxiliary Power for On-board Electronics



100% Extra Life for conventional vehicles



Designed for frequent starting



## STOWAWAY

Exide Stowaway Batteries are engineered to deliver unmatched reliability, durability, and high performance. Ideal for marine, RV, automotive, and backup power systems, these advanced batteries utilize innovative lead-calcium technology, ensuring extended service life, superior reserve capacity, and exceptional vibration resistance. Perfectly balanced for both on demand and everyday applications, they consistently provide efficient, robust power whenever and wherever you need it.



Long Service Life



Pro Frame Grids



Designed for Marine Vibration



## Deep cycle

Exide Deep Cycle Batteries provide sustained, dependable energy for marine, RVs, and golf carts. Designed to endure repeated deep discharges and recharges, they offer exceptional longevity and consistent performance. Built with advanced lead-calcium technology, durable construction, and robust internal components, Exide ensures your power needs are met—wherever adventure takes you.



High Performance



Extreme Charge Retention



Long Service Life



## POWERIDER LAWN MOWER

Engineered for superior performance, durability, and reliability. With high energy output, minimal self-discharge, and rugged construction, it stands up to tough conditions and intense mowing vibrations. Designed for ride-on mowers, it keeps your equipment running smoothly, season after season. Power up. Ride on. Keep mowing.



Longer Service Life



High Energy Density



Vibration Resistant

# Customer Support

In Exide, we support our partners with market leading tools and training to equip all staff with the skills required to confidently grow your battery sales.

Exide will support your outlet through the following ways:

- Onsite personal and group train covering product range, basic battery knowledge, warranty adjudication and consumer selling using the benefits our range has to offer
- Market leading on-line audio visual training resource – providing module based learning and certification
- Industry best fitment guide
- Visually striking point of sale materials to show your market that you are a genuine destination for Exide batteries
- Battery Tear-down Analysis (if required)

Each participant of either onsite or e-learning training courses will be formally recognised with a certificate to recognise their completion of the course

As a reseller you will also have access to our dedicated customer support centre, which operates 8.00am to 6.00pm EST, 363 days per year to assist with all of your enquiries.

More importantly, when you join our team, you will be listed on our Dealer net website and experience the benefits from our numerous referral services subject to meeting certain criteria.

Please ask your representative for more information and a copy of our current support programs.

## Exide Rewards Club

- 📁 Being a loyal Exide trade customer, we have introduced Exide Club. A dedicated program that values your business support and partnership. Get more out of your battery purchases and gain points for your next travel or exciting new item.
- 📁 Accumulate points for exciting rewards (eg. Big screen TV, laptops, mobile phones, Travel get aways)
- 📁 Seasonal triple and double rewards points on selected products per season.
- 📁 Get exclusive deals and promotion only club members can avail.
- 📁 Get more value on your used lead acid battery return.

*Speak to your Exide Trade Representative to know more.*



# Branding

## Support advertising

Exide's brand advertising is the foundation of reseller brand support. For major retailers consisting of national networks, we tailor our destination based advertising campaigns primarily to promote our branded products with specific "available at" tags. Recent programs have focused on exposure at major events, as well as specific product campaigns in targeted magazines and at 4WD, marine and caravan & camping shows.

The Exide brand and retail phone numbers 1800 and 0800 are promoted through various avenues and are designed to capture consumers interest. All enquiry contacts are passed directly onto you. (conditions apply)

For our Independent customers, our focus is to identify your outlet as a battery destination through external signage displays, testing programs and through our online store locator (subject to criteria compliance).

Did you know 65%\* of consumers do not know where to buy a battery?

Exide is one of the most recognised battery brands in Australasia.



Scan our Exide Battery Finder  
For the battery you need.

# Service and Distribution

Regular as clockwork!

With a distribution centre in every state, and a fleet of vans to service you, an Exide battery is never far away.

Every time one of our experienced team members visit you as part of our regular call cycle we will:

- Manage the replenishment of stock items that have been sold
- Conduct stock rotation of idle/ discharged stock
- Test and adjudicate presented warranty claims
- Complete cleanse of battery stock and stand merchandise point of sale area
- Communicate the latest product and promotional news
- Collect your spent batteries for safe and responsible disposal
- Monitor sales trends and stock mix

Exide understand how important the smooth running of your business is, and as your battery supplier, we aim to provide you with the service that you deserve to grow your battery sales and profit.



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