



News Release

ODYSSEY® Battery by EnerSys® Renews Sponsorship of American Bass Anglers

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READING, Pa., (April 15, 2014) – EnerSys®, the manufacturer of ODYSSEY® batteries, has renewed its sponsorship of American Bass Anglers (ABA) as the exclusive and official battery for the 2014 ABA events.

As the official battery sponsor, ODYSSEY® battery will be represented at all ABA events. For example, the Weekend Bass Series crew will have ODYSSEY® batteries in stock during tournaments, and they will offer a free battery check as a convenience to competitors. Additionally, the top anglers from each tour will receive an ODYSSEY® battery at the championships this fall.

"EnerSys is pleased to expand the sponsorship of ODYSSEY® batteries with American Bass Anglers," said Dave McMullen, director of commercial marketing for specialty and UPS markets at EnerSys. "The anglers are benefiting greatly from the advance technology found in ODYSSEY® batteries. Anglers using ODYSSEY® batteries enjoy 70 percent more cycle life, which translates to extreme performance on the water. ODYSSEY® batteries have three times the life of other conventional marine batteries, providing extreme power year after year."

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"We have always partnered with industry leaders and ODYSSEY® batteries are without doubt the best battery on the market," said Morris Sheehan, ABA president. "ODYSSEY® batteries outlast and outperform all batteries and weekend anglers nationwide rely their superior performance. We are proud to have a strong partnership with EnerSys and ODYSSEY® batteries as a sponsor of American Bass Anglers."

ODYSSEY® batteries feature a limited three- or four –year full replacement warranty and are not prorated like most other marine batteries. They are vibration resistant, classified as "non-spillable" by the US Department of Transportation and offer a three- to 10-year service life and two-year storage life at 77 degrees Fahrenheit (25 degrees Celsius).

For more information about ODYSSEY® batteries, visit www.odysseybattery.com.

ABOUT ENERSYS®

EnerSys, the world leader in stored energy solutions for industrial applications, manufactures and distributes reserve power and motive power batteries, battery chargers, power equipment, battery accessories and outdoor equipment enclosure solutions to customers worldwide. Motive power batteries and chargers are utilized in electric forklift trucks and other commercial electric powered vehicles. Reserve power batteries are used in the telecommunication and utility industries, uninterruptible power supplies, and numerous applications requiring stored energy solutions including aerospace and defense systems. Outdoor equipment enclosure products are utilized in the telecommunication, cable, utility, transportation industries and government and by defense customers. 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. For more information about EnerSys and its ODYSSEY® batteries, visit www.enersys.com or www.odysseybattery.com.

ABOUT AMERICAN BASS ANGLERS

American Bass Anglers is committed to providing low-cost, close-to-home tournaments for the weekend angler and at the same time offer each competitor an upward path for individual angler progression. For more information about American Bass Anglers and the American Fishing Tour, The Weekend Bass Series, the American Couples Series or the annual Military Team Bass Tournament, visit www.americanbassanglers.com.

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Editor Note:

[Image: ABA-Sponsorship.jpg]

Photo caption: ODYSSEY® Battery by EnerSys® Renews Sponsorship of American Bass Anglers