



News Release

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Special Discounted Rate on ODYSSEY® Battery Orders Placed at the SEMA Show

*Available at Online Store Kiosk, SEMA Show,
Booth No. 24863, Central Hall*

READING, Pa. (Oct. 9, 2013) – EnerSys® has announced that it will be offering a 10 percent discount for any ODYSSEY® battery orders placed at the 2013 SEMA Show (Nov. 5 – Nov. 8, 2013). The discount includes freight and is valid only for orders placed via the online store kiosk at ODYSSEY® Battery booth no. 24863 in Central Hall of the Las Vegas Convention Center.

“This is the first year we’ve incorporated the online store kiosk in the ODYSSEY® Battery booth at the SEMA Show,” said Dave McMullen, director of commercial marketing for specialty and UPS markets at EnerSys. “We’ve received a number of inquiries at the show in the past, and the online store kiosk right in our booth makes it simple to place orders. The 10 percent discount on orders placed at the show is an added incentive for anyone interested in purchasing ODYSSEY® batteries or accessories.”

In addition to the new online store kiosk, the ODYSSEY® Battery booth will feature a side-by-side comparison of the ODYSSEY® Extreme Series™ battery and the ODYSSEY® Performance Series™ battery that will exemplify the features of each series and identify the best choice for any particular application.

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Other exciting features at the booth include special guest appearances by Brian Deegan (Freestyle Motocross Legend, Founder of Metal Mulisha and Motorsports Icon) on Tuesday, Nov. 5 from 9:45 a.m. - 10:45 a.m., and Tanner Foust and Rutledge Wood (as seen on History Channel's Top Gear) on Tuesday, Nov. 5 from 3-4:30 p.m.

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

ABOUT ENERSYS®

EnerSys, the world leader in stored energy solutions for industrial applications, manufactures, distributes and services reserve power, motive power and starting, lighting and ignition (SLI) batteries, chargers, power equipment, and battery accessories to customers worldwide. SLI batteries are used for trucks and buses, passenger cars, boats, personal watercraft, ATVs, motorcycles and garden tractors. The company also provides aftermarket and customer support services to its customers from more than 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.

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