



NEWS RELEASE

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EnerSys® Celebrates 20 Year History of ODYSSEY® Batteries at the 2017 SEMA Show

READING, Pennsylvania, October 31, 2017 – EnerSys® (NYSE:ENS), the global leader in stored energy solutions for industrial applications and the manufacturer of ODYSSEY® batteries, will celebrate the 20-year history of ODYSSEY® batteries at the 2017 Specialty Equipment Market Association (SEMA) Show in booth no. 24875. The SEMA Show will take place October 31-November 3 in the Las Vegas Convention Center, Las Vegas, Nevada.

“Technology has advanced and more on-board electronics have been included in vehicles over the last 20 years, resulting in the need for a unique battery capable of powering multiple components and providing reliable starting power,” said Alan Kohler, transportation and specialty marketing manager at EnerSys. “Today, the ODYSSEY® battery continues to provide customers with a reliable power source for automotive, marine, heavy duty, commercial and powersport vehicles.”

The roots of the ODYSSEY® battery date back to 1995 when Hawker/InvenSys expanded its Warrensburg, Missouri facility to increase its manufacturing of flat plate technology. Then in 1996, Hawker/InvenSys introduced the ODYSSEY® battery to the marketplace. The ODYSSEY® battery was built on the success of the Genesis® EP battery, which was manufactured for Uninterruptable Power Supply (UPS) applications and incorporated Thin Plate Pure Lead (TPPL) technology. The TPPL technology was identified as a technology that could help provide

increased starting power and high reliability to street cars, marine vessels and powersport equipment.

In 1997, Hawker/InvenSys introduced the Trolling Thunder™ battery brand and integrated it into the ODYSSEY® Battery marine program. Just a short time after, the United States Coast Guard adopted the ODYSSEY® battery as its full battery system for coastal patrol boats due to their need for a reliable, long-lasting battery that was virtually maintenance-free.

As the demand for the ODYSSEY® battery grew, Hawker/InvenSys responded by signing its first sponsorship agreement, placing the ODYSSEY® battery logo and product aboard the BIGFOOT 4x4 monster truck. This sponsorship agreement helped position the ODYSSEY® battery as a reliable power source for extreme vehicles.

In 2002, EnerSys purchased the battery operations of Hawker/InvenSys along with the ODYSSEY® battery brand and EnerSys continues to market the ODYSSEY® battery brand today. It is widely used across heavy duty commercial fleets, municipal and mass transit vehicles, racing vehicles, powersport equipment and passenger vehicles. Today, ODYSSEY® batteries are available in a number of BCI sizes and are original equipment in various vehicles, including commercial trucks and performance vehicles.

For more information on EnerSys and its full line of products, systems and support, visit www.enersys.com.

Connect with ODYSSEY® battery on [Instagram](#), [Twitter](#) and [Facebook](#). For more details including upcoming events and how to purchase ODYSSEY® batteries, visit www.odysseybattery.com.

ABOUT ENERSYS®

EnerSys®, the global 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 medical, aerospace and defense systems. Outdoor equipment enclosure products are utilized in the telecommunication, cable, utility, transportation industries and by

government and 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.

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