



## News Release

### ODYSSEY® Battery by EnerSys® Expands Social Media Presence with Instagram

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**READING, Pa., (Feb. 7, 2014)** – ODYSSEY® battery by EnerSys® has expanded its social media presence with the launch of an Instagram page, effective Feb. 1, 2014. Instagram provides an additional platform for ODYSSEY® battery by EnerSys to connect with customers and fans by sharing photos pertaining to ODYSSEY® battery sponsorships, special events, new product updates and more. To connect or follow ODYSSEY® battery by EnerSys on Instagram, search or tag @ODYSSEYBATTERY.

“Instagram is an additional social media tool that allows us to provide more access to product news, upcoming events and activities,” said Maria Orlando-Krick, Marketing Manager - Specialty Markets at EnerSys. “Whether it’s a NASCAR or rallycross event, or a project build with an ODYSSEY® battery under the hood, the photos we post will help tell the story about the power and performance that ODYSSEY® batteries provide our customers, fans and those we sponsor, and will also encourage interaction within our social media community.”

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In addition to Instagram, connect with ODYSSEY® battery by EnerSys® through the following social media platforms:

Facebook: [www.facebook.com/odysseybattery](http://www.facebook.com/odysseybattery)

Twitter: [@ODYSSEY\\_Battery](https://twitter.com/ODYSSEY_Battery)

YouTube: <http://www.youtube.com/OdysseyBatteries>

Google Plus: <https://plus.google.com/+odysseybattery>

For more information about ODYSSEY® battery, visit [www.odysseybattery.com](http://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](http://www.enersys.com) or [www.odysseybattery.com](http://www.odysseybattery.com).

### **Editor Note:**

[Image: ODYSSEYBatteryInstagram.png]

Photo caption: To connect or follow ODYSSEY® battery by EnerSys on Instagram, search or tag @ODYSSEYBATTERY.



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