



News Release

EnerSys® Offers 20 Percent Discount at the SEMA Show for ODYSSEY® Battery Orders

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*Discount available at ODYSSEY® Battery
Booth No. 24875, Central Hall*

READING, Pa. (Oct. 28, 2014) – EnerSys® has announced that it will offer a special discounted rate for ODYSSEY® battery orders placed during the 2014 SEMA Show (Nov. 4 – Nov. 7, 2014). This year the company will offer a 20 percent discount on any orders placed at the ODYSSEY® Battery booth no. 24875 in Central Hall of the Las Vegas Convention Center. SEMA Show attendees who visit the booth will receive a promo code to use at checkout online at shop.odysseybattery.com. The offer is only valid to SEMA Show attendees who obtain the code.

“ODYSSEY® battery sales representatives will be standing by at the booth to talk with customers about the unique technology and high performance capabilities that ODYSSEY® batteries offer for a wide range of applications,” said Dave McMullen, director of commercial marketing for specialty and UPS markets at EnerSys. “As a bonus for purchasing ODYSSEY® batteries and accessories at the show, we will provide a promo code that can be applied at checkout to receive a 20 percent discount.”

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In addition to the 20 percent discount offer, other exciting features at the booth include special guest appearances by: Spencer Massey (Don Schumacher Racing Top Fuel driver) on Tuesday, Nov. 4 from 10 a.m. to 12 p.m.; “Horny” Mike (co-host on History Channel’s *Counting Cars*) on Tuesday, Nov. 4 from 1 p.m. to 2 p.m.; Rutledge Wood (co-host on History Channel’s *Top Gear*) on Tuesday, Nov. 4 from 2 p.m. to 3 p.m.; Tanner Foust (a three-time U.S. rallycross champion, four-time X Games gold medalist and two-time Formula Drift champion) on Wednesday, Nov. 5 from 11 a.m. to 12 p.m.; Richard Petty (NASCAR Hall of Famer) and Wood on Wednesday, Nov. 5 from 12 p.m. to 1 p.m.; Brad Keselowski (NASCAR champion in the Cup and Nationwide series for Team Penske) on Thursday, Nov. 6 from 11 a.m. to 12 p.m.; and Brian Deegan (Motocross Legend, 2013 LOORRS Pro Light Champion and 2013 DirtSport’s Driver of the Year) on Thursday, Nov. 6 from 1 p.m. to 2 p.m.

Additionally, featured vehicles in the booth include Wood’s 1953 Plymouth Suburban Wagon, ULTRA4 Racing and 2014 King of the Hammers No. 4706 Spec Class car and two motorcycles that were built by the crew at Count’s Kustoms, the one of a kind hot rod and chopper customization/restoration shop, known from the television show *Counting Cars*.

For more information about ODYSSEY® batteries, including how to purchase batteries online and where to find a distributor, 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. For more information about EnerSys and its ODYSSEY® batteries, visit www.enersys.com or www.odysseybattery.com.

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[Image: Discount_image.jpg]

Photo caption: EnerSys® Offers 20 Percent Discount for ODYSSEY® battery orders at the 2014 SEMA Show.