



## News Release

For more information contact:

April Lowther  
MARCOM Supervisor  
EnerSys  
800-538-3627 Ext: 1729  
Fax: 610-372-8613  
E-mail: [april.lowther@enersys.com](mailto:april.lowther@enersys.com)

Camille Dager  
Public Relations  
Harris, Baio & McCullough  
215-440-9800  
Fax: 215-440-0717  
E-mail: [camille@hbmadv.com](mailto:camille@hbmadv.com)

### **ODYSSEY® Battery Packs Powerful Lineup at SEMA 2015 New Product Launch, Full Range of ODYSSEY® Batteries, Celebrity Appearances and Show Cars Featured at SEMA Booth No. 24875**

**READING, Pa., (October 12, 2015)** – EnerSys® (NYSE:ENS), the global leader in stored energy solutions for industrial applications and manufacturer of ODYSSEY® batteries, is making a powerful statement at the 2015 Specialty Equipment Market Association (SEMA) Show. EnerSys will be featuring a new series of products and its full line of ODYSSEY® batteries, as well as celebrity appearances and newly customized vehicles in ODYSSEY® Battery booth no. 24875. The SEMA show will take place Nov. 3-6 in the Central Hall of the Las Vegas Convention Center, Las Vegas, Nevada.

“ODYSSEY® batteries continue to gain respect among today’s top professional drivers as well as driving enthusiasts who rely on their superior power and performance,” said Alan Kohler, ODYSSEY® battery marketing manager at EnerSys. “This year, we’re pleased to give SEMA visitors the industry’s first look at our latest product innovations. Plus, they’ll have the opportunity to meet some of their favorite drivers and see two unique custom cars featuring ODYSSEY® batteries.”

#### **On Display**

This year’s SEMA attendees will have the opportunity to learn about the state-of-the-art technology behind the new ODYSSEY®

**-more-**

battery brand products being unveiled at the show. The new products are designed to complement the ODYSSEY® battery line and to enhance the superior power and performance of ODYSSEY® batteries.

EnerSys also will be showcasing its ODYSSEY® Performance Series™ and higher capacity Extreme Series™ Absorbed Glass Mat (AGM) batteries. Engineered with Thin Plate Pure Lead (TPPL) technology, ODYSSEY® batteries deliver enormous cranking power, deep reserve capacity and longer service life compared to conventional batteries. EnerSys representatives will be on hand to help visitors understand the superior performance features of each battery series.

### **Celebrity Appearances**

The following celebrities will be signing autographs at the ODYSSEY® battery SEMA booth no. 24875:

Tuesday, November 3, 10:00 a.m.-11:00 a.m.

- Tanner Foust, U.S. Rallycross, X Game and Formula Drift champion

Tuesday, November 3, 1:30 p.m.-2:30 p.m.

- Rutledge Wood, NBC Sports reporter, co-host of the History Channel's "Top Gear" and "Lost in Transmission" programs and official brand ambassador and celebrity spokesman for EnerSys and ODYSSEY® batteries

Wednesday, Nov. 4, 3:00 p.m.-4:00 p.m.

- "The King" Richard Petty, NASCAR Hall of Fame inductee

Thursday, Nov. 5, 11:15 a.m.-noon

- Joey Logano, Team Penske's driver of the No. 22 Ford Fusion, ranked #2 in the 2014 NASCAR Sprint Cup Series standings

Thursday, Nov. 5, 3:15 p.m.-4:15 p.m.

- "The General" Brian Deegan, most decorated motocross rider in the competition's history

### **Custom Vehicles**

Two custom vehicles — featuring ODYSSEY® batteries — also will be on display:

- 2013 Jeep® Wrangler JK, built by retired National Guardsman and Rockstar Performance Garage owner Nicolas Ashby

**-more-**

- 2000 Dodge® Dakota R/T, built by retired Marine Joshua Brack

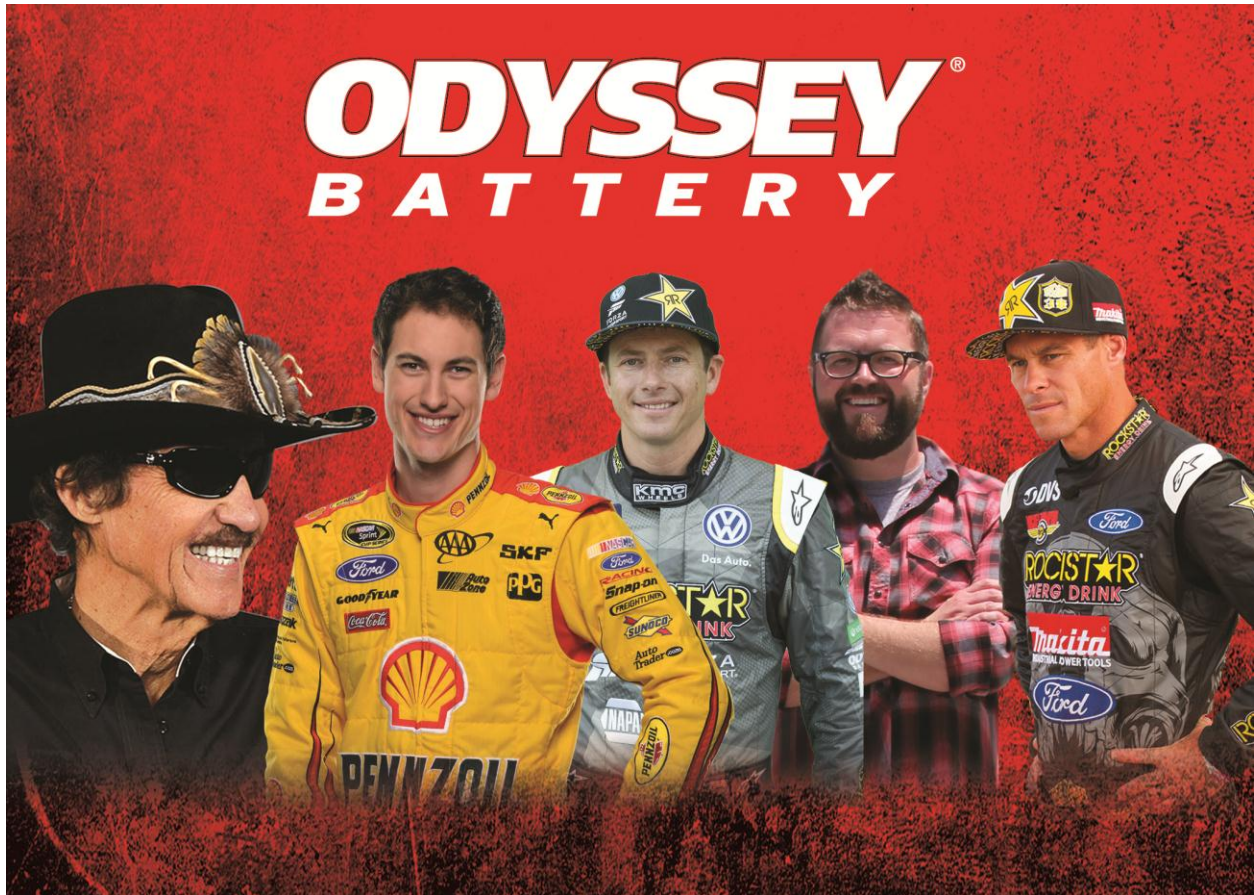
For more information on EnerSys and its full line of products, systems and support, visit [www.enersys.com](http://www.enersys.com).

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](http://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.

**###**



**Caption:**

Meet celebrities (from left to right) Richard Petty, Joey Logano, Tanner Foust, Rutledge Wood and Brian Deegan at the 2015 Specialty Equipment Market Association (SEMA) Show, Nov. 3-6, in the Central Hall of the Las Vegas Convention Center, Las Vegas, Nevada, ODYSSEY® battery booth no. 24875.