



News Release

ODYSSEY® Battery by EnerSys® Launches Website Optimized for a Range of Devices

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READING, Pa., (March 11, 2014) – ODYSSEY® battery by EnerSys® recently launched a redesign of its website, www.odysseybattery.com, incorporating responsive web design to optimize the user experience for a range of devices. The new technology adapts all of the website content – menus, text, images, etc. – for the size of the device being used, and is easy to read and navigate using a computer, tablet, or smartphone browser.

"The redesigned ODYSSEY® battery website's ability to adapt dynamically to any device provides an enhanced resource for customers," said Dave McMullen, director of commercial marketing for specialty and UPS markets at EnerSys. "Whether looking for product information or quick links to our social media platforms, the website allows users to easily view information from any device, anywhere."

As part of the redesign, the ODYSSEY® battery website content has been updated to reflect the latest additions to the ODYSSEY® battery product portfolio. It now provides a complete overview for both the ODYSSEY® Extreme Series™ and ODYSSEY® Performance Series™ brands and users can easily find the right battery by searching by brand or by application. Also, the application section includes battery specifications for each brand where applicable.

Additionally, the enhanced website provides easy access to popular resources like the ODYSSEY® Battery mobile app (a free download for Android and iPhone users), ODYSSEY® Battery online store, and the Battery finder tool (available for automotive/LTV and powersports applications). The website also has quick links to ODYSSEY® Battery social media platforms including Facebook, Google Plus, Instagram, Twitter and YouTube.

The ODYSSEY® battery website redesign is part of the EnerSys corporate initiative to improve the functionality and ease-of-use for its websites overall.

To view the redesigned website, visit 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 or www.odysseybattery.com.

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Editor Note:

[Image: ODYSSEY-Website] Other image angles available upon request.

Photo caption: The redesigned ODYSSEY® battery website (www.odysseybattery.com).