



AUTO MARINE/RV DIN COMMERCIAL LAWN/GARDEN GOLF CAR



MANUFACTURED BY
SUPERIOR
Superior Battery Manufacturing Company Inc.

MADE IN THE USA



AUTOMOTIVE

Finally, a battery that will power your vehicle for the long haul.

Enjoy the freedom to travel, explore and smile more with Superlex® Automotive Maintenance Free Batteries featuring PFX Technology®. Highly-refined lead alloy decreases corrosion and reduces grid growth, while high performance separators reduce water loss and enhance cyclability. The result is an automotive battery that delivers maximum performance, giving you the ability to power more of your favorite things in your car, light truck or SUV.



Superlex®
Automotive Group 65



HIGHLY-REFINED
LEAD ALLOY

EXPANDED GRID
CONSTRUCTION

HIGH-
PERFORMANCE
SEPARATOR

CPM
TECHNOLOGY

EN / DIN

Automotive power, foreign and domestic.

Superlex® EN/DIN Maintenance-Free Batteries provide superior power and durability for a number of foreign and domestic applications including GM, Volkswagon, BMW and Mercedes Benz. The EN/DIN series features a sleek flat-top design. Its performance is enhanced by PFX Technology®, providing longer battery life and better heat resistance for premium dependability.



Superlex®
EN/DIN Group 48



HIGHLY-REFINED
LEAD ALLOY

FLAT-TOP
DESIGN

HIGH-
PERFORMANCE
SEPARATOR

INTEGRATED
HANDLE &
POST COVERS

CPM
TECHNOLOGY

EXPANDED GRID
CONSTRUCTION

GOLF CAR

**A dependable deep-cycling battery.
 With Superlex®, it's par for the course.**

The Superlex® Premium Power Par One Series is designed to keep you hitting the links worry-free. Is there any better reason to install it in your golf car? Featuring Dynamic Energy Technology™, this battery offers dependability, longevity and endurance. Its excellence in deep-cycle technology also makes the Par One Series an exceptional alternative for home and business power back-up through inverters.



Superlex® Group GC2



**THICK-FRAMED
 CAST GRIDS**

**HIGH-DENSITY
 OXIDE**

**DEEP-CYCLE
 SEPARATOR**

LAWN & GARDEN

**A battery that makes your
 lawn care maintenance-free.**

It's spring. The grass is growing again, and it's time to pull out the mower. But will it start? Install a Superlex® Premium Power Lawn & Garden Battery and you won't have to worry. This series promises long life and premium dependability. Enjoy easy starts in cold weather, and reduced water loss on hot days. This battery also features a computer-aided design flush cover for easy installation.



Superlex® Group U1



**COMPUTER-
 AIDED DESIGN
 FLUSH COVER**

**HIGHLY-REFINED
 LEAD ALLOY**

**EXPANDED GRID
 CONSTRUCTION**

**HIGH-
 PERFORMANCE
 SEPARATOR**

**CPM
 TECHNOLOGY**



MARINE & RV

Crank up the motor and enjoy.

Whether you're a serious fisherman, a dedicated camper or an enthusiast who can't get enough of being on the water, Superlex® Marine and RV batteries guarantee dependable starting and deep-cycling power. This line offers a number of performance levels for various applications.



Superlex® Group 24M



MARINE STARTING SERIES FEATURES:

HIGHLY-REFINED LEAD GRID CONSTRUCTION

DUAL POST DESIGN

CPM TECHNOLOGY

EXTREME HIGH HEAT-RESISTANT SEPARATOR



DEEP CYCLE SERIES FEATURES:

HIGH-DENSITY PREMIUM OXIDE

HIGH-PERFORMANCE SEPARATOR

EMBEDDED GLASS MAT

CORROSION RESISTANT TERMINALS

COMMERCIAL

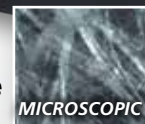
You need a battery that's tough. Here's one that's even tougher.

Superlex® Commercial Batteries can take the heat. Designed to excel in high-heat, high-cycling applications, our Heavy Duty and Severe Duty Series will help your over-the-road trucks and construction equipment work harder and longer. Performance is enhanced in our Group 31 Severe Duty Series by a glass mat, which is embedded within the positive plate for extended cycling and rechargability.



Embedded glass mat

Superlex® Severe Duty Group 31



MICROSCOPIC



HIGHLY-REFINED LEAD ALLOY

EXPANDED GRID CONSTRUCTION

HIGH-PERFORMANCE SEPARATOR

CPM TECHNOLOGY

EMBEDDED GLASS MAT (Group 31 Severe Duty)

SEVERE DUTY ADVANCED DESIGN BATTERY

Superlex® severe duty commercial batteries feature our revolutionary PFX Technology.

GRID-LOC TECHNOLOGY™
Exceptional high vibration resistance

EMBEDDED GLASS MAT
Low paste shedding, increasing battery life and performance

ROBUST GRID DESIGN
Increased cycle life

INCREASED ACTIVE MATERIAL
Provides best reserve capacity ratings in industry¹

PREMIUM ALLOY
High heat resistance and low water loss

HIGH-PERFORMANCE SEPARATORS
Toughest, longest-lasting separators on market

JUST-IN-TIME BATTERY FORMATION
Batteries filled upon order, preserving freshness

ZERO LANDFILL
MANUFACTURING PROCESS



INTERNAL-CELL BONDING PROCESS

Our process locks the terminal post to the cell wall across the straps to prevent it from disconnecting from the cover button burn areas. This also prevents grid lugs from breaking and creates vibration resistance that excels in SAE J930 vibration testing.



THICKER POSITIVE PLATES

Severe Duty positive plates feature increased thickness and deep cycle cure profiles with a larger crystal structure for longer life.

**Superlex® Group 31A
Severe Duty Series**

Enhanced design makes already tough battery even tougher.

Designed to excel in high-heat, high-cycling applications, Superior's enhanced Severe Duty Series provides over-the-road trucks and construction equipment the power to work harder and longer. Heavier grids and added active material provide increased performance and cycle life in our Group 31 Severe Duty Series. A glass mat embedded within the positive plate provides extended cycling and rechargability.

FOUND IN THESE APPLICATIONS:



Construction equipment



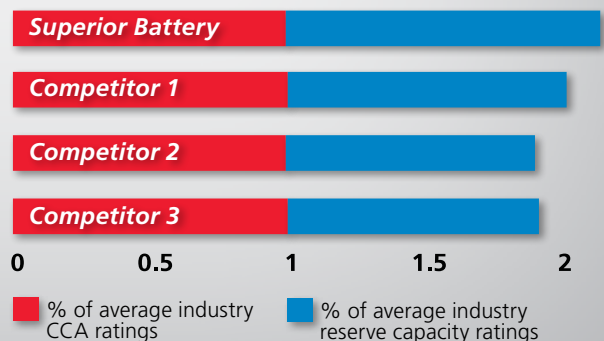
Buses and RVs

- Emergency response vehicles
- Lift gate applications
- Refrigeration units
- Logging and rough terrain applications
- Battery-powered HVAC systems
- DC-powered hydraulic lift systems
- Farm applications
- Heavily accessorized commercial vehicles
- Work trucks with power inverters
- Start-stop delivery trucks

BUILDING A MORE BALANCED BATTERY

A trend in the battery industry compares batteries only by the cold cranking amps (CCA) rating, which has little to do with the battery's endurance or storage capacity. Tests show that batteries built with the correct balance of cranking power and reserve capacity last longer and perform better, especially in applications with higher demands than cranking power.

Balance Performance and Life Expectancy



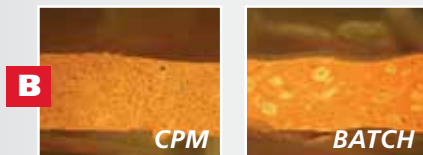


ZERO LANDFILL
MANUFACTURING PROCESS

The PFX[®] difference

Manufacturing the next generation flooded cell battery.

PFX Technology delivers maximum performance in multiple applications, improving energy conductance, heat resistance, cyclability and increasing the overall life



Continuous Paste Mixing

of the battery. Superior's custom label and Superlex batteries are completely designed and manufactured in the United States, with 95% of raw materials in every battery generated domestically and 60-80% of lead and plastic recycled from spent batteries. Superior utilizes closed-loop manufacturing processes, ensuring materials are cleaned and reclaimed in every situation possible.



A HIGHLY REFINED LEAD
High heat resistance and low water loss

B MICRO-PROCESS CONTROLLED CURING
Precise control of all humidity, heat and drying

CONTINUOUS PASTE MIXING (CPM)
A better, more consistent mix of active material

EMBEDDED GLASS MAT (SEVERE DUTY)
Low paste shedding, increasing battery life and performance

C HIGH-PERFORMANCE SEPARATORS
Toughest, longest-lasting separators on the market

D EXTRUSION FUSION WELDS
Reduce corrosion and chance of breakage

E GRID LOC TECHNOLOGY™ (SEVERE DUTY)
Vibration resistance that passes SAE J930 testing



F DIE-CAST POLYPROPYLENE CONTAINERS
Precision fit cores allow more plates per cell, secure fit

G JUST-IN-TIME BATTERY FORMATION
Batteries filled upon order, preserving freshness



MADE
IN THE
USA

MISSION

We strive to achieve
EXCELLENCE
in total product quality, to be first in customer
SATISFACTION
and maintain unsurpassed employee
PROFESSIONALISM.

Superior Battery continues to make a positive impact on the industry after 35 years.

Superior Battery has excelled in a rapidly changing industry that has experienced a significant reduction of manufacturers. The commitment to integrity and product quality in our Kentucky facility is unmatched. Today's youngest SLI battery manufacturer has made a dramatic impact in an industry that has gone from more than 300 SLI American manufacturers to less than 12. This proven growth has been focused on integrity and product quality.



SUPERIOR[®]

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