

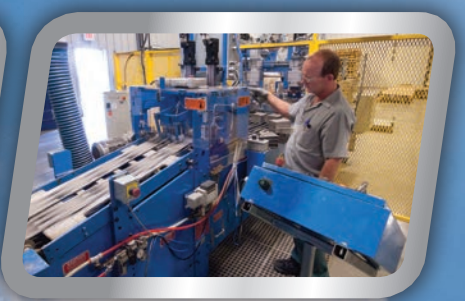
SUPERIOR[®]

Superior Battery Manufacturing Company Inc.

IT ALL STARTS WITH A SUPERIOR BATTERY.



 **100% AMERICAN-MADE**



**35 years of excellence,
and counting.**



SUPERIOR BATTERY'S MISSION

To achieve excellence in total product quality, to be first in customer satisfaction, and maintain unsurpassed employee professionalism. Pledging stewardship and support to our employees and our community, and leading our industry with integrity.



OUR STRENGTHS ARE OUR PEOPLE AND OUR PRODUCT.

Custom label and Superlex® Premium Power Maintenance Free Batteries are designed and manufactured by the employees of Superior Battery Manufacturing, located in Russell Springs, Kentucky, USA. The commitment to integrity and product quality within our 186,000-square-foot facility is unmatched. Superior Battery celebrated 35 years of energy excellence in 2018, in a rapidly changing industry that has experienced a significant reduction in manufacturers. From the first cut of our high performance lead alloy strip to the minute our batteries are delivered to their destination by our dependable and dedicated transportation fleet, quality and customer satisfaction are Superior Battery's utmost priority. Superior boasts the highest fill rate in the industry and consistently receives excellent ratings from distributors and original equipment manufacturers. Our Battery University training program has received many accolades for introducing battery specialists to the company, educating them about our technology and giving them the tools they need to succeed. Customers far and wide enjoy the excellent performance of Superior's batteries in a wide number of applications, and we have worked diligently during the last decade to increase our global presence. For our efforts, we received three prestigious export awards — the Kentucky World Trade Center Governor's Award for International Trade Excellence in 2010, 2011 Exporter of the Year in Commercial News USA and an Export Achievement Certificate from the U.S. Undersecretary for International Trade in 2013.

Superior Battery offers two valuable programs for customers. Custom label batteries allow distributors and original equipment manufacturers to brand their own product for resale. Superior also manufactures its own battery line, Superlex Premium Power Batteries, which is backed by a full-support brand marketing program.

OUR SPECIALITY IS QUALITY CUSTOMER SERVICE.

BUILDING THE NEXT GENERATION FLOODED CELL BATTERY.

At Superior Battery, we pride ourselves in staying ahead of the technology curve, making investments that will continuously improve the life cycle of our batteries and help them perform in the most critical environmental conditions. Our work is never done. During the last three decades, we've focused on product diversification — introducing the Superlex branded battery line with Dynamic Energy Technology, and, most recently, launching PFX Technology. PFX is a unique advancement utilized by no other manufacturer. Extremely clean, highly refined lead and continuous paste mixing technology work with other elements — including expanded grids, micro-process controlled curing, high-performance separators and glass mats — to deliver maximum performance. Through an in-house, quality-controlled process, we refine the lead alloy used in our batteries, establishing the right chemical composition to increase battery life. Our state-of-the-art manufacturing line features robotics and precision controls that virtually eliminate common internal imperfections within the battery. And our just-in-time formation ensures distributors are getting batteries in their earliest stage of life, as we do not fill batteries with electrolyte solution until an order is placed. We've worked tirelessly to earn ISO 9001-2002 and IATF16949 certifications from the International Automotive Task Force, which are a testament to our quality and manufacturing standards.





Technology that is continuously improving.



THE PFX DIFFERENCE

- + HIGHLY-REFINED LEAD
- + EXPANDED GRID CONSTRUCTION
- + MICRO-PROCESS CONTROLLED CURING
- + CONTINUOUS PASTE MIXING TECHNOLOGY
- + HIGH-PERFORMANCE SEPARATORS
- + QUALITY MADE & RECYCLED IN THE USA
- + JUST-IN-TIME BATTERY FORMATION

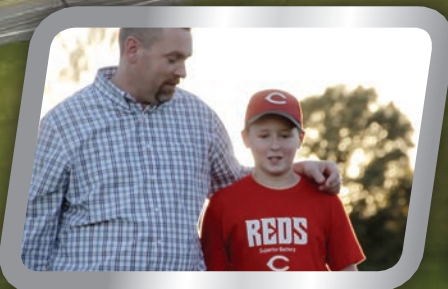


Every year, Superior Battery supports its global network of battery specialists by hosting Battery University. Specialists are introduced to the company's technology and processes, spend the day touring Superior's state-of-the-art 186,000-square-foot facility, learn battery basics and discuss market trends.

Superior Battery Manufacturing proudly supports the Russell County High School golf, baseball and softball teams and the yearbook program; Russell County Little League and All-Stars; and 4-H Shooting Sports. An active member of the Russell County Chamber of Commerce, Superior is also a long-time member of Battery Council International, Kentucky Automotive Industry Association, Auto Care Association and involved with Kentucky World Trade Center initiatives.

COMMUNITY & INDUSTRY INVOLVEMENT

**Caring about our
community.**





WE STRIVE TO BE A GOOD NEIGHBOR AND EMPLOYER.

Manufacturing a premium quality battery isn't our only concern at Superior Battery. Community service, industry involvement and environmental stewardship are extremely important. This is our community; these are our neighbors, friends and children. We take these responsibilities seriously. We remain active in Battery Council International, which allows us to stay abreast of the latest industry standards and innovations. In addition to contributing to local organizations and events and being an active member in the Russell County Chamber of Commerce, we are committed to doing our part to protect our community from environmental hazards. Superior Battery Manufacturing consistently tests lower for lead emissions than the National Ambient Air Quality Standard. The Environmental Protection Agency has measured lead emissions with a monitor at an elementary school across the street from our plant. Our results have consistently been more than 80% lower than the allowable federal limit. We constantly monitor blood lead and air lead exposure to employees and provide training programs for their safety. We installed extensive exhaust ventilation systems and implemented continuous cleaning schedules that keep these levels low and our facility clean. And our state-of-the-art PFX Technology is a zero-landfill manufacturing process, ensuring materials are cleaned and reclaimed in every situation possible.



CEO Randy Hart (above right) founded Superior Battery in 1983. Under Hart's leadership, Superior has researched, tested, developed and implemented cutting-edge flooded cell battery technology with excellent performance and environmental results. Recently, the EPA has measured lead emissions with a monitor at Salem Elementary School (foreground), located across the street from Superior's plant (background). Superior has consistently tested more than 80% lower than the federal limit.



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1-888-START1ST
SUPERLEX.COM



***CUSTOM LABEL AND SUPERLEX BATTERIES
AVAILABLE FOR THESE APPLICATIONS:***

