



News Release

EnerSys® Becomes Official Sponsor of British Rallycross Championship 2014

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MANCHESTER, UK, (Mar. 27, 2014) – EnerSys® (NYSE: ENS), the global leader in stored energy solutions for industrial applications, and the British Rallycross Championship announced today a season-long agreement naming EnerSys as an official sponsor to the 2014 MSA British Rallycross Championship. In addition, the ODYSSEY® battery brand will be the primary sponsor for all teams competing within the 2014 MSA British Rallycross Championship Supercar classification.

“Rallycross is one of the fastest growing competitions in motorsports and to be able to sponsor the MSA British Rallycross Championship Supercar classification for the 2014 season is a fantastic opportunity to align our growing ODYSSEY® battery brand,” said Chris Pretty, sales director for specialty batteries – at EnerSys. “Steve Hill, Chairman of the Championship, and Stuart Emery, from the organising committee, have been instrumental in bringing us on-board and it really works for all involved because these Rallycross vehicles require a battery that has a high level of vibration resistance and is capable of powering through demanding conditions. It will also allow us to work on some great business-to-business programs with the other Championship sponsors.”

“We are delighted to be able to welcome EnerSys into the 2014 MSA British Rallycross Championship in association with The Shannon Group,” said championship Chairman Steve Hill.

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“They will compliment the Supercar Class of this year’s series perfectly, and the range of ODYSSEY® Extreme Series batteries they produce will be a huge benefit to all our competitors. It is good news to be able to welcome into the sport a brand that is a world leading name and we look forward to working with them for a long time to come.”

The 2014 MSA British Rallycross Championship season will kick off on Saturday, March 29th at Lydden Hill, Kent, UK. In the Supercar class, Julian Godfrey is back to defend his title in the Ford Fiesta, while Kevin Procter, last year’s winner at Lydden Hill is down to drive his Ford Focus. There is a welcome return for Steve Hill in his Mitsubishi Lancer Evo, while Steve Harris will also feature in his Ford Focus. Other notable entries include Steve Mundy in the Ford Focus, Colin Anson in the Ford Ka, along with Lydden Hill regular Koen Pauwels in the Ford Focus. The addition of two Volkswagen Sirocco’s for Ronny Scheveneels and Jochen Coox will only add to the category over the weekend.

For more information about ODYSSEY® batteries, 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 defence systems. Outdoor equipment enclosure products are utilized in the telecommunication, cable, utility, transportation industries and government and by defence 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. More information regarding EnerSys and its ODYSSEY® Battery brand can be found at www.enersys.com or www.odysseybattery.com.

ABOUT BRITISH RALLYCROSS CHAMPIONSHIP

Rallycross is a mixture of loose surface and tarmac racing held on circuits with modified production or specially built road cars. Heats are held over three or four laps, and produce an explosive mix of speed and entertainment, that not only thrills the drivers but spectators too.

It began at Lydden Hill in 1967 and has grown into a World Wide sport today, and is an officially recognised Championship by the M.S.A. (Motor Sports Association). More information regarding the British Rallycross Championship can be found at www.britishrallycross.co.uk.

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