



News Release

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EnerSys® Highlights Motorsport and Vehicle Applications with the Power of ODYSSEY® Batteries at the 2016 SEMA Show

Stop by booth #24875 for a 20 percent discount code

READING, Pa., (Oct. 27, 2016) – EnerSys® (NYSE:ENS), the manufacturer of ODYSSEY® batteries, will showcase how motorsport and vehicle applications harness the power of ODYSSEY® batteries at the 2016 Specialty Equipment Market Association (SEMA) Show. The SEMA Show will take place Nov. 1-4 in the Las Vegas Convention Center, Las Vegas, Nevada.

Attendees visiting the ODYSSEY® battery booth (no. 24875 in Central Hall) will have the opportunity to meet legendary motorsports personalities Richard Petty, Brad Keselowski, Tanner Foust and Brian Deegan to hear how ODYSSEY® batteries are helping them compete across the world of motorsports. Additionally, the ODYSSEY® battery booth will display a specially designed Humvee, a race-ready Polaris® RZR XP 1000 and a classic 1949 Buick Sedannette 56 S to demonstrate that ODYSSEY® batteries can be used across a wide range of vehicle applications.

Attendees who visit the booth will receive a card with a 20 percent discount code to be used on select ODYSSEY® batteries, chargers and accessories purchased at shop.odysseybattery.com between Nov. 1 and Nov. 13, 2016 (Limit 5 items per code).

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“With professional motorsports personalities in our booth, attendees will have the opportunity to hear first hand how ODYSSEY® batteries are being used in racing applications and withstanding various racing environments – from NASCAR to Terracross,” said Alan Kohler, ODYSSEY® battery marketing manager at EnerSys. “ODYSSEY® batteries offer reliability and longevity to our customers – whether on the race track or on the road. From Utility Terrain Vehicles (UTV) to passenger vehicles, customers can always rely on the strength and endurance of ODYSSEY® batteries to tackle virtually all conditions.”

On Display in the ODYSSEY® Battery Booth

With superior power and endurance through unique Thin Plate Pure Lead (TPPL) technology, ODYSSEY® Extreme Series™ batteries can be used in a number of applications, including Humvees, UTVs, and high performance and modified vehicles.

Built on the success of the ODYSSEY® Extreme Series™ battery, the ODYSSEY® Performance Series™ battery is designed for every day, over-the-road vehicles.

ODYSSEY® battery portable chargers will also be featured with ODYSSEY® battery hold down kits and ODYSSEY® battery terminal adaptor kits.

Celebrity Appearances

EnerSys will also host a series of celebrities in its ODYSSEY® battery booth throughout the week, including:

- Brian Deegan, the most decorated Freestyle Motocross rider with 15 X Games medals
- Hallie Deegan, daughter of Brian Deegan and driver in the Lucas Oil Off Road Racing Series (LOORRS)
- Tanner Foust – a three-time U.S. rallycross champion (2010, 2011, 2012) and four-time X Games gold medalist (2007, 2010, 2013)
- Rutledge Wood – NBC Sports reporter and official brand ambassador and celebrity spokesperson for the ODYSSEY® battery brand
- Mike Finnegan – As seen on *Roadkill*, also editor of *Roadkill* magazine
- Richard Petty – iconic NASCAR Championship driver and team owner

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- Brad Keselowski – 2013 NASCAR Cup Champion and driver of the No. 2 Miller Lite Ford Fusion

About the vehicles on display

1949 Buick Sedanette 56 S

Provided by Chris Carlson, owner of Chris Carlson Hot Rods, the 1949 Buick Sedanette 56 S includes an ODYSSEY® 75-PC1230 battery and a number of custom modifications, including a chopped top, custom dash, pancaked and peaked hood, and a 383 Stroker motor with 700R transmission.

1989 Humvee 1025

Built by Rockstar Performance Garage, the 1989 Humvee 1025 is equipped with an ODYSSEY® PC2250 battery and an ARMASAFE™ Plus battery. The Humvee will include a 5.9 Cummins Swap engine.

2017 Polaris® RZR XP 1000

The race-ready 2017 Polaris® RZR XP 1000 Terracross Edition includes an ODYSSEY® PC1200LMJT battery. EnerSys is an official sponsor of the Polaris® RZR Turbo Class in the Terracross Championship.

For more information on EnerSys and its full line of products, systems and support, visit 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.

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

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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.

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