



**Global Leader**  
in Stored Electrical Energy

## Exide Technologies Sponsors 2003 Lowrider Tour

PRINCETON, N.J., Feb. 13 /PRNewswire-FirstCall/ -- Exide Technologies, (OTC Bulletin Board: EXDTQ) ([www.exide.com](http://www.exide.com)), a global leader in stored electrical energy solutions, has signed an agreement with Lowrider magazine, a Primedia property, designating the premium Exide Select Orbital(R) XCD as the official battery of the 2003 Lowrider Legends Tour and Lowrider magazine.

As the exclusive battery for the Lowrider Legends Tour, the Exide Select Orbital(R) XCD joins an elite group of sponsors, including Quaker State Oil, Black Magic Car Care Products, Nitto Tires, Player Wire Wheels, Limited Wheels and CCE Hydraulics. In the 2003 Lowrider Legends Tour, Exide will provide its Select Orbital(R) XCD battery for official cars competing in the tour's fifteen shows which culminate at the Lowrider Super Show in Las Vegas, Nevada, on October 5. During the competitions, hundreds of regional and traveling vehicles compete in various show and hydraulic categories.

As a Lowrider Legends Tour sponsor, the Exide Select Orbital(R) XCD also will be featured extensively throughout the year in Lowrider magazine, a monthly publication with a readership of more than 250,000. Attendance levels for the 2003 Legends Tour are expected to exceed 200,000. The tour will be documented via a Lowrider Video/DVD series. The next event is scheduled for March 2 at the California Speedway in Fontana, Calif.

"The Lowrider market is one of today's fastest growing car segments, consisting of more than two million enthusiasts," said Ricardo Gonzalez, Lowrider magazine publisher. "Our alliance with Exide Technologies allows us to educate an increasing number of customers -- who require the addition of a multiple battery system -- about the premium power and superior technology of the Exide Select Orbital(R) XCD."

The Exide Select Orbital(R) XCD, which features a highly efficient design of spiral-wound plates combined with absorbed glass mat lead-acid chemistry, is designed to complement a vehicle's starting battery with unparalleled, deep cycle power. The battery is the ideal power source for the energy hungry audio amplifiers, CD and DVD players, hydraulic pumps and other accessories in today's high performance lowrider vehicles. In addition, the Select Orbital(R) technology produces a battery with twice the life of a conventional battery, and its safety features allow it to be located anywhere in the vehicle.

"Our affiliation with Lowrider brings a new opportunity for Exide Technologies to penetrate a specialized market segment of the automotive industry," said David Enstone, President of Exide Technologies' Global Transportation Business Group. "Once again, Exide's technological innovation and superior customer service capabilities are well suited to serve a market segment with distinct, advanced power requirements."

### About Exide Technologies:

Exide Technologies, with operations in 89 countries and fiscal 2002 net sales of approximately \$2.4 billion, is one of the world's largest producers and recyclers of lead-acid batteries. The company's three global business groups -- transportation, motive power and network power -- provide a comprehensive range of stored electrical energy products and services for industrial and transportation applications.

Transportation markets include original-equipment and aftermarket automotive, heavy-duty truck, agricultural and marine applications, and new technologies for hybrid vehicles and 42-volt automotive applications.

Industrial markets include network power applications such as telecommunications systems, fuel-cell load leveling, electric utilities, railroads, photovoltaic (solar-power related) and uninterruptible power supply (UPS), and motive-power applications including lift trucks, mining and other commercial vehicles.

Further information about Exide, its financial results and other information is available at [www.exide.com](http://www.exide.com).

Certain statements in this press release may constitute forward-looking statements as defined by the Securities Litigation Reform Act of 1995. As such, they involve known and unknown risks, uncertainties and other factors that may cause the actual results of the company to be materially different from any results expressed or implied by such forward-looking statements. These are enumerated in further detail in the company's Form 10-K.

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