



**Global Leader**  
in Stored Electrical Energy

## **Exide Technologies Launches New Heavy Duty Battery - Exide® Extreme™ Cyclor 200 for Aftermarket**

### **Company Underscores Position as Innovative, Technological Industry Expert at AAPEX 2009**

**Milton, Ga. - (October 29, 2009)** - Exide Technologies, (NASDAQ: XIDE, [www.exide.com](http://www.exide.com)), a global leader in stored electrical-energy solutions and the maker of the Official Battery of NASCAR®, announces the launch of the newest heavy duty battery to join its portfolio - the Exide® Extreme™ Cyclor 200. At the Company's exhibit at AAPEX 2009, the annual trade show representing the \$405 billion global automotive aftermarket, Exide will feature the recently introduced Group 31 product - an affordable power solution designed to meet the ever increasing demands of the heavy duty aftermarket.

The Exide® Extreme™ Cyclor 200 battery is engineered to handle not just the high energy needs of a modern commercial vehicle, but the greater power demands driven by the no-idle legislation. The product is capable of deeper discharge, superior vibration resistance and higher cycling than conventional flooded product - an offering that adds up to superior performance and greater affordability in the most demanding of conditions.

### **Exide® Extreme™ Cyclor 200: Ideal Power Match for the Demanding Heavy Duty Market**

The operating environment of the 21<sup>st</sup> century places high energy requirements on a truck battery. Higher load demands during key-on and key-off periods, anti-idling legislation, an increased number of driver comfort accessories, and the need to reduce emissions and fuel consumption all mean that batteries must do more than just start the vehicle.

Electronic controls and accessories, GPS systems, and increasing cab comforts all add to the energy demands during key-on periods. Maintaining cab comforts during key-off periods creates an additional and somewhat different energy requirement. Finally, the need to minimize idle time, whether driven by regulation or fuel costs, results in more frequent starts and thus shorter re-charge time between starts. Because batteries are cycled more deeply and frequently than in the past, they must be closely suited to the particular commercial application.

Exide's design, development and introduction of the Group 31 Exide® Extreme™ Cyclor 200 battery is an affordable power solution for these types of conditions. Available with a robust power level of 700 cold-cranking amps (CCA) and 200 minutes reserve capacity (RC), the flooded product is a bridge between the pre-existing Group 31 product lines that the Company already offers and the Exide RoadForce AGM-200 battery - a premium, valve-regulated absorbed glass mat product introduced in 2007. Further, the new maintenance-free battery offers a 50 percent longer cycle life and three times better vibration protection than conventional flooded product.

The Exide® Extreme™ Cyclor 200 specifically targets a number of aftermarket audiences and applications, including:

- **Operators of over-the road vehicles** - those equipped with sleeper cabs (not powered by auxiliary power units), fleets with high-energy equipment (GPS systems, entertainment systems, etc.), and reefer units - controlled temperature shipping containers, usually refrigerated with a self-contained refrigeration unit - that typically operate in high heat and in extreme conditions where vibration is prevalent;
- **Drivers of delivery vehicles** where frequent stopping and starting - and short recharge time - is part of a daily route (city deliveries, package deliveries);
- **Emergency vehicles** where lights, communication devices and life support systems require power during long idling periods;
- **Power equipment** such as lift gates, hydraulic pumps, and wrecker trucks;
- **Frequently parked equipment** with constant draw items (GPS units, security systems).

"The Exide® Extreme™ Cyclor 200 battery is a durable, high performing product - an economical power solution engineered to withstand extreme environments and endure in the most rugged of applications, all while providing distinct, advanced power requirements," said Bruce Cole, President, Transportation - Americas for Exide Technologies. "Our new Group 31 offering is yet another example of how our engineering, sales and marketing teams at Exide have successfully collaborated to launch a technologically-advanced, competitively priced offering - meeting the needs of our customers."

## Performance Snapshot: Features and Benefits of the Exide® High Cyclor 200™

The Exide® Extreme™ Cyclor 200 features a number of design elements that result in longer battery life (due to superior cycling and vibration resistance) versus standard flooded product. These include:

- **Flooded epoxy anchor bonding** for increased durability and service life in high-vibration environments;
- **Reinforced ribbed case** reduces case distortion, unifies component stability;
- **Combination of a robust container, cover and construction and inter-cell connectors large enough** to provide superior vibration resistance - three times that of conventional product - for longer life;
- **Heavier terminal connections** provide additional physical strength and durability;
- **Screw-in-caps with rubber gaskets** help to assure no leaks which can cause corrosion while providing accessibility;
- **Manifold venting** includes superior acid and liquid retention rings for reduced corrosion;
- **Oversized cast-on straps** increase electrical efficiency to assure the maximum cranking amps are available for engine start;
- **Molded lifting slots** allow for easy installation.

In addition, the Exide® Extreme™ Cyclor 200 battery is designed with cast silver alloy positive plates, a critical feature not specified in other Exide® Group 31 batteries. This plate construction has a number of important benefits that contribute to the battery's high performance, including: radial design grid to provide cranking power more efficiently to assure the maximum cranking amps are available for engine start; full perimeter frame rails; large lug width and height for increased durability and life; cast construction for longer high heat life; small-grid window design for improved material retention; and high density and high acid absorption paste that provide increased cycle life. Further, the battery is designed with polyethylene separators with glass mat (providing double insulation), allowing for reinforced positive plate adhesion and superior material retention. These micro-porous, micro-ribbed separators also result in efficient discharge and recharge and reduce the chance for short circuiting. This particular combination of alloy, grid type, paste and separator design results in a 50 percent improvement in cycle life versus conventional flooded product.

Like other Exide Technologies products, Exide® Extreme™ Cyclor 200 products can be charged by most standard battery chargers and alternators, are made with recycled lead and plastic, and can be recycled at the end of their service lives. Exide is one of the few battery manufacturers in the world with facilities to manufacture and recycle its own products.

More information about the Exide® Extreme™ Cyclor 200 batteries is available through **800-START-IT**.

### Innovative Leadership, Commitment to Quality

AAPEX is jointly sponsored by the Automotive Aftermarket Suppliers Association (AASA) and the Automotive Aftermarket Industry Association (AAIA). This year's event in Las Vegas, Nevada features more than 2,000 exhibitors, and the venue is expected to attract nearly 120,000 visitors from 124 countries around the world.

At AAPEX 2009, Exide's Transportation Americas business division will represent the Company at an exhibit in space #3735. The Exide display at this year's show is designed around the Company's position and tagline 'Start Positive. Stay Positive.™' illustrating the positives brought to everyday life by an Exide battery.

In addition to new products, including the **Exide® Extreme™ Cyclor 200**, visitors will have the opportunity to track Exide's innovation and progress in a number of areas, including:

- the **expansion of the Exide® NASCAR® Extreme™ battery lines** - seven new part numbers join the Company's NASCAR® Extreme™ portfolio, a move that broadens the coverage for this product to nearly 70 percent of transportation vehicles on the road today;
- the **Exide Power Central Premium Accessories Battery Line**: a recently introduced line of battery accessories that includes a core offering of premium products from seven different categories - booster cables; battery chargers and maintainers; chemicals and preventative maintenance; power inverters; battery terminals and cables; battery testers; and service tools. Exide developed the product line to make it easier for customers to increase sales and better serve their own customers by providing products that complement the Exide battery product line;
- the **Company's new graphic identity**: featuring a new signature look and feel for the Exide® battery brand across all transportation product categories including automotive, heavy-duty, marine and specialty; the campaign also educates customers and improves the battery selection experience through new labeling, bold visuals and performance icons that clearly differentiate among **Good, Better, Best** transportation offerings.

"Now, more than ever before, Exide is becoming known as the battery supplier to the aftermarket," said Cole. "As a full-line manufacturer with strong brand equity, Exide offers not only the best nationwide warranty in the business, but also operates a strong, comprehensive network of more than 60 sales branches that ensures the delivery of quality product to our customers."

The AAPEX 2009 show opens at the Sands Expo Center in Las Vegas, Nevada on November 3 and runs through November 5.

More information is available at [www.aaiwshow.com](http://www.aaiwshow.com), [www.aapexshow.com](http://www.aapexshow.com), and at [www.exide.com](http://www.exide.com).

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**About Exide Technologies**

Exide Technologies, with operations in more than 80 countries, is one of the world's largest producers and recyclers of lead-acid batteries. The Company's four global business groups -- Transportation Americas, Transportation Europe and Rest of World, Industrial Energy Americas and Industrial Energy Europe and Rest of World -- 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 automotive applications. Industrial markets include network power applications such as telecommunications systems, 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, including its financial results, are available at [www.exide.com](http://www.exide.com).

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