



## ***THE ADVANCED LEAD-ACID BATTERY CONSORTIUM***

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### **FOR IMMEDIATE RELEASE**

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## **Trojan Battery Company Returns to ALABC Membership** *Manufacturer Renews Partnership with Research Consortium*

**RESEARCH TRIANGLE PARK, N.C., Feb. 16, 2012** – The Advanced Lead Acid Battery Consortium (ALABC) recently welcomed back into its membership one of the most respected battery producers in North America, Trojan Battery Company. As a leading manufacturer of deep-cycle batteries, Trojan is renewing its membership with the ALABC in an effort to actively participate in the consortium's research program and assist in the continued development of advanced lead-acid and lead carbon batteries for current and emerging markets.

"This is a crucial time for the lead-acid battery industry and Trojan is excited to be a part of the ALABC program once again," said Gordon Beckley, Trojan's Senior Vice President of Engineering & Quality. "We feel there is much that can be accomplished through pre-competitive research efforts, and Trojan is confident the results will be an enormous benefit to the entire battery industry."

Trojan is one of the original pioneers of deep-cycle battery technology, and its commitment to quality and innovation over the past century helped the company become a dominant presence in the deep-cycle market for a wide variety of applications. In addition, Trojan's state-of-the-art research and development centers are considered among the world's leading design and test facilities for deep-cycle batteries. Collaboration with ALABC's vast international resources played a key role in Trojan's decision to renew its membership with the consortium.

"We are looking forward to resuming our research relationship with Trojan to continue advancing the capabilities of lead-acid batteries," said ALABC President Pat Moseley. "To have them rejoin our membership at this time says a great deal about our industry's desire to work together toward ensuring lead-acid's market prosperity as the electrochemical power source of choice in a variety of power applications."

### **About Trojan Battery Company**

Trojan Battery Company is the world's leading manufacturer of deep-cycle batteries and a battery technology pioneer, having built the first golf car battery in 1952. Trojan batteries provide power for a wide variety of golf, industrial, renewable energy, recreational, transportation and auxiliary power applications. Founded in 1925, the company is ISO 9001:2008 certified with operations in California and Georgia, and maintains two of the largest and most extensive research and development centers in North America dedicated to engineering new and advanced battery technology. For more information, visit [www.trojanbattery.com](http://www.trojanbattery.com).

### **About the ALABC**

The Advanced Lead Acid Battery Consortium is an international research cooperative comprised of lead producers, battery manufacturers, equipment suppliers, and research facilities organized to enhance the performance of lead-acid batteries for a variety of markets, including hybrid electric vehicle (HEV) applications. For more information, visit [www.alabc.org](http://www.alabc.org).

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