



**Century**  
**EVERRIDE**  
POWERSPORTS BATTERIES

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For more information on the Century EverRide Powersports range, please contact your Century Yuasa representative:

**Australia - 1300 362 287** or via email [info@cyb.com.au](mailto:info@cyb.com.au)

**New Zealand - 0800 93 93 93** or via email [info@cyb.co.nz](mailto:info@cyb.co.nz)

CB103-3514

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ON-ROAD | ON-TRACK | ON-WATER



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# Your Complete Power Solutions Provider

At Century Batteries we are proud to be Australia & New Zealand's oldest and most recognised battery supplier, with a history of manufacturing and supplying batteries throughout Australasia since 1928.

## The includes:

- ✓ An extensive new product range
- ✓ Exciting new brand & livery
- ✓ Enhanced warranty offer
- ✓ Suite of supporting marketing collateral
- ✓ Dedicated advertising campaign



For over 95 years our commitment to new product development and innovation has ensured our product range continues to set new standards in design and performance.

Today we pride ourselves in offering our customers a range of market leading products and sustainable energy solutions.

In line with our commitment to continuous improvement and new product development, we are pleased to introduce an exciting new Powersports Market Offer which will be available from July 2024.

## New Product Range

Century EverRide Powersports batteries are designed and manufactured by one of the world's leading battery manufacturers to provide superior power and dependable performance.

Incorporating industry leading design features and manufactured using specialist hard wearing internal components, Century EverRide Powersports batteries deliver superior starting power, longer cycle life and exceptional vibration resistance to handle the harshest of operating conditions.

Ideal for use in Motorcycles, Scooters, ATV's PWC's and Snowmobiles, the Century EverRide range features 42 battery types across 5 categories ensuring a fitment solution for the majority of the carpark.



### Heavy Duty AGM

Heavy Duty AGM SMF batteries designed to satisfy the requirements of power hungry, accessory laden touring bikes including VTwin machines.

- Cast radial plate design – larger surface area for improved electrical performance
- Heavy duty plate construction
- Heavy duty brass silver terminals – superior electrical conductivity
- Exceptional vibration & impact resistance



### Hi Performance YTX AGM

High Performance AGM VRLA batteries designed to deliver increased cranking performance for power hungry machines.

- Heavy duty cast grid plates – improved strength, durability and reduced plate growth
- Lead/calcium technology for higher charge acceptance, faster recharge & extended life
- Dry charged for extended shelf life
- Integrated acid pack



### Hi Performance YTZ AGM

High Performance compact and lightweight batteries designed to provide superior power to weight performance demanded from today's high performance sports bikes.

- Advanced cast grid plates to deliver maximum power from minimum space
- Lead/calcium technology for higher charge acceptance, faster recharge & extended life
- Superior power to weight ratio
- Superior vibration & impact resistance



### Maintenance Free AGM

Maintenance Free AGM batteries designed for modern bikes and as an upgrade to conventional batteries.

- Advanced cast grid plates for increased strength, durability and cranking performance
- Specialist AGM technology for improved cycling performance
- Supplied factory activated
- VRLA spill proof design



### Conventional

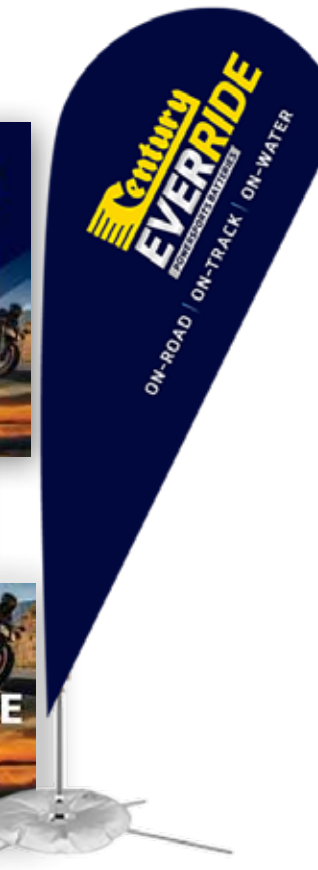
Low Maintenance batteries designed to provide dependable starting power and performance for older vehicles with limited electrical accessories.

- Lead antimonial cast plates – reduces fluid loss, gassing & lowers self-discharge
- PE separator for improved cycle life
- Low maintenance design enables maximum control over service life
- Integrated acid pack

## Extensive Suite of POS & Marketing Collateral

To complement the introduction of this exciting new go to market offer, an extensive suite of marketing collateral has been developed.

Please contact your Century Representative for more information on the range of items available.



## Nationwide Warranty

In recognition of the superior performance and quality characteristics of the Century EverRide range, each battery is supplied with an 18 month nationwide warranty<sup>^</sup> backed by one of the largest sales and distribution networks available in the market place. This gives you and your customers the peace of mind that they are covered wherever their adventure takes them.



## Exciting Brand Livery

The new product range will be launched under the Century EverRide Powersports brand to capitalise on the awareness, exposure, trust and equity of the Century brand name.

The Century EverRide range will replace our existing Katana Sports Battery offer and as a result will attract new product descriptions, part numbers and barcodes.

Please contact your Century Yuasa Representative for more information on the New Century EverRide Range.

## High Impact Innovative Packaging

The new range utilises high impact product packaging and livery designed with shelf presence in mind. It is intended to serve as a silent salesperson, communicating product features and benefits to enable the customer to easily make an informed purchase decision.



## Key Features Include:

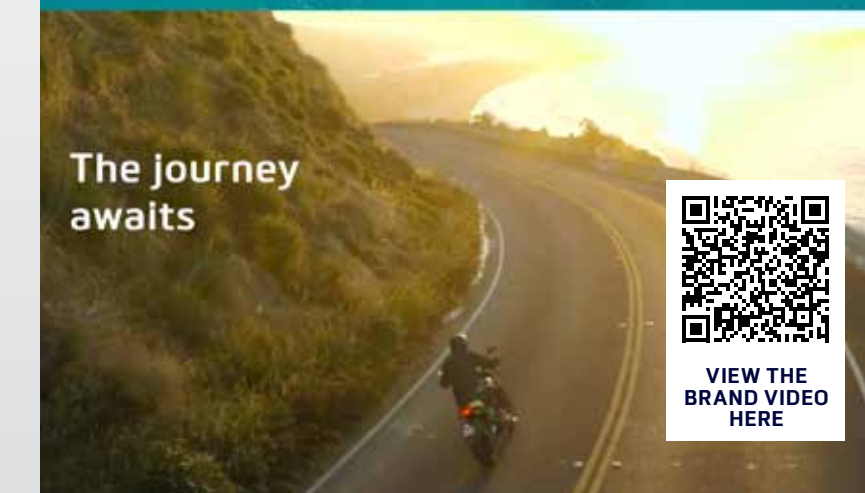
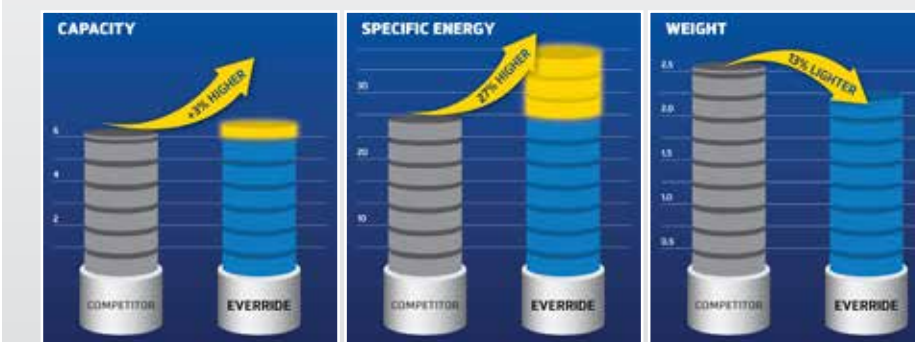
- Product features & benefits positioned on the front & side.
- Coloured differentiation of range tiers.
- Multi positioned barcodes to assist with scanning.
- Battery type & performance specifications on the top, front and side, enabling the carton to be displayed in a number of positions according to available shelf space.
- QR Code enabling the end user to view or download the user manual using their mobile device.
- Full GHS7, ADG & ACL warranty compliance.
- Combi Pack Icon for models supplied with integrated acid packs.

## Peace of Mind

The new range of EverRide batteries have been subjected to Century Yuasa's stringent quality performance testing, conducted by our team of in-house specialists and a third-party to ensure superior product performance, quality, safety and maintain your reputation as a provider of quality products and energy solutions.

During tests Century EverRide batteries exceeded the performance requirements of Internationally recognised performance standard (JISD5302) and were subjected to 7G vibration testing to ensure reliable performance in the harshest of conditions.

When tested against a well-known brand of equivalent powersports batteries, Century EverRide batteries were proven to exceed competitor performance specifications.



## Dedicated Advertising campaign

To support the launch of this new powersports range, a dedicated advertising campaign has been developed, focusing on increasing brand and product awareness whilst driving store traffic.

This 'Through The Line' campaign encompasses an extensive range of media timed to maximise impact and reach:

- Television commercials
- Google AdWord campaign
- YouTube
- Social media
- Competitor retargeting
- Print media
- Digital

<sup>^</sup>Conditions apply, refer to product packaging for more details.