

INTIMIDATOR[®]

AGM BATTERIES



INTIMIDATOR®

Innovative AGM Solutions for Intimidating Battery Needs

Conventional flooded batteries can be extremely intimidated by the power demands of today's vehicles – falling short of delivering critical dependability and performance. That's why more customers need the premium AGM power of the Intimidator line of batteries.

The Intimidator line has been developed to deliver highly efficient energy storage and power delivery solutions for the evolution of battery needs.

This advanced power offering is not only becoming more imperative for cars and trucks, but for commercial trucks, marine vessels, electric vehicles, power sports vehicles, portable power equipment, or other vehicles and applications that require optimized accessory, starting, and deep cycle power.

With a complete line of Intimidator products, battery providers can be the one-stop source of innovative AGM power that better meets their customers' present and future battery needs.



The Intimidator AGM Battery Series



Automotive

Today's cars and trucks have more electronics than ever before. Intimidator automotive batteries are especially designed to handle anything from factory installed electronics to anything that plugs in or turns on and still deliver dependable starting power. With almost 2x the endurance* in severe service and 2x the cycle life*, these batteries are equipped for the toughest conditions and the most intense electrical power demands.

Exact Fit

Intimidator Exact Fit AGM batteries meet the strict EN standards of specific power ratings, cover designs, dimensional configurations, case hold-down requirements, and critical venting systems to ensure a precision fit in import and domestic applications. These batteries are a welcomed solution to matching hard-to-fit import specifications with a premium, exact fit AGM battery.

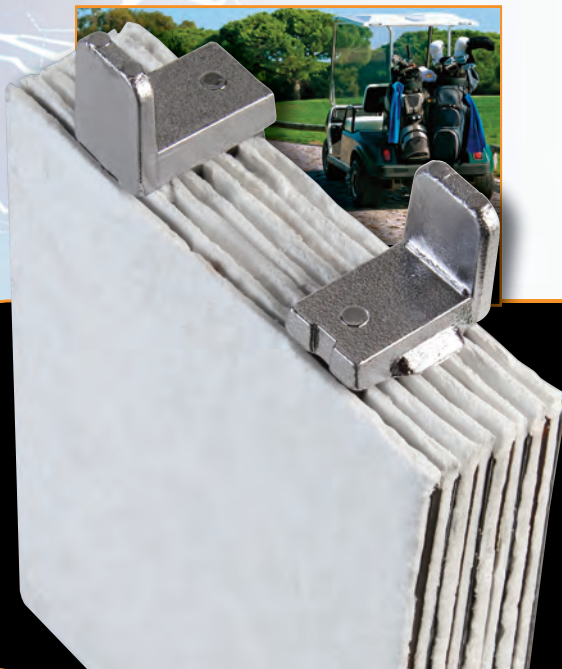
Tuner Cars, Performance, and Off-Road Vehicles

Intimidator batteries are ideal for performance vehicles, high-amp stereo systems, hydraulic lift kits, or other high-powered vehicle accessories. 20x the vibration resistance* protects against hard-hitting bass or the roughest off-road adventures. A spillproof and leakproof design makes these batteries safer to use around expensive electronics or equipment.

* Compared to conventional designs

The Intimidator AGM – Enhanced Electrolyte Suspension System

- Special glass mats absorb more electrolyte
- Up to 20x more vibration protection than flooded
- Faster recharging powers more electronics
- 2x the cycle life of traditional batteries
- Premium maintenance-free and spillproof design



Marine/RV

From starting performance to a boatload of trolling and accessory power, Intimidator marine/RV batteries won't have any trouble in meeting marine or RV needs. A spillproof, maintenance-free design brings essential convenience and safety to the boating and RV enthusiast. 20x the vibration resistance* and an Enhanced Electrolyte Suspension System withstand wave-pounding vibration or the worst road conditions. Extra protection against deep discharge damage and 2x the cycle life* enables long days of trolling with enough power to safely start the engine.

Power Sports

Intimidator Power Sports AGM batteries provide the highest convenience, easiest installation, and best premium maintenance-free performance in the industry with no activation, no acid filling, and plenty of power. Protecting the rider and equipment, their advanced AGM design virtually eliminates spills or leaks for added safety.

Motorcycles, ATVs, UTVs, Snowmobiles, and Personal Watercraft will benefit for many seasons from the high starting and accessory power, longer battery life, and the superior vibration resistance delivered by the Intimidator's intimidating performance.

Commercial

Today's heavy-duty trucks depend on batteries to provide power for electronics, tailgates, extra lights, heating and cooling systems as well as start the engine. Starting batteries alone aren't designed to withstand the continuous discharge that new auxiliary equipment demands, often when the engine is not running. The Intimidator's faster recharging and 2x more cycle life* can accommodate multiple accessory loads without shortening the battery's performance and life. Features like 20x more vibration resistant*, an Enhanced Electrolyte Suspension System, and a leakproof design are critical for commercial vehicles that frequently undergo intense wear and daily abuse.

Marine/Golf Car/EV

This Intimidator 6-Volt Deep Cycle battery provides an ideal solution for heavy marine house power, renewable energy powered equipment, portable power needs, golf cars and other types of electric vehicles.

Spillproof and maintenance-free AGM technology eliminates watering and unnecessary maintenance. Intimidator batteries spend less time on the charger and more time in service by actually recharging faster than conventional batteries.

A high deep discharge abuse tolerance provides added resiliency for dependable deep cycle service.

Pound for Pound – It doesn't pay to be round

The optimized approach to maximize AGM power

Intimidator "Flat Plate Design" vs. Other's Spiral "6-Pack"

INTIMIDATOR BATTERIES WITH FLAT PLATE DESIGN:

- Most efficient use of internal volume for more power-per-pound
- Same benefits of AGM technology as spiral wound
- Designed to optimize recombination process for longer battery life
- Innovative yet practical engineering for the best cost per value ratio



Power producing components fill all available space.

Why Do Customers Need Intimidator AGM Technology?

Increased Accessory Power Demands

INTIMIDATING NEED:

With the influx of electronic gadgets installed or plugged into today's vehicles, excessive accessory power drains occur more frequently than ever before.

INTIMIDATOR SOLUTION:

Faster recharging and 2x more cycle life* helps prevent the increasing chance of a no-start situation by providing more accessory power and longer cycle life service.

Severe Service with Higher Temperatures

INTIMIDATING NEED:

Severe service and higher temperature conditions continue to escalate due to less open space under the hood and more demand on the battery. More vehicles also undergo stop-and-start driving conditions further increasing severe service use.

INTIMIDATOR SOLUTION:

With almost 2x the endurance* in severe service, the Intimidator withstands severe service and accessory power demands under elevated temperatures. This safeguards performance and extends battery life.

Multiple voids, or dead zones, produce no power.



Infrequent Use, Parasitic Loads, or Accidental Power Drains

INTIMIDATING NEED:

Vehicles that aren't used everyday have a higher risk of not starting because of parasitic accessory power loads. Parasitic loads, or even leaving something on when the ignition is off, can completely drain the battery's power.

INTIMIDATOR SOLUTION:

A very low self-discharge rate and a high deep discharge abuse tolerance helps protect the battery longer from situations like infrequent use, parasitic power drains, or other deep power discharge.

Form, Fit, and Function

INTIMIDATING NEED:

Today's automotive manufacturers are increasing their standards for replacement batteries. AGM batteries must comply with strict AGM original equipment requirements.

INTIMIDATOR SOLUTION:

The Intimidator is a pioneer brand in the development of the Form, Fit, and Function of AGM battery technology. The engineering design and manufacturing process meets major US and European OE automotive manufacturers' standards. The AGM design and process has been tested and proven to best meet the Form, Fit, and Function criteria of the automotive industry.

The Damaging Effects of Vibration

INTIMIDATING NEED:

Today's vehicles are used more frequently and harder than ever before. Vibration resistance is extremely important in this type of relentless use.

INTIMIDATOR SOLUTION:

Up to 20x more vibration resistance* is extremely beneficial for bumpy roads, unexpected hazards, or snow-covered travel. It is especially ideal for off-road vehicles, watercraft, performance cars, tuner cars, or other vehicles that undergo intense vibration.

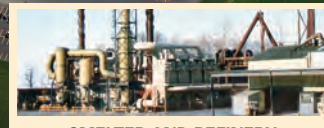


CENTRAL SERVICES

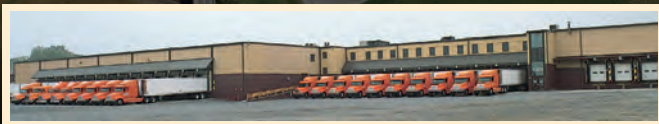


AUTOMOTIVE BATTERY PLANT A-3

QUALITY SYSTEM
CERTIFIED
ISO 9001
ISO/TS 16949
ENVIRONMENTAL
SYSTEM CERTIFIED
ISO 14001



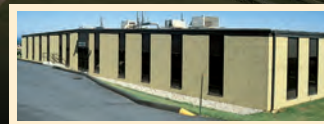
SMELTER AND REFINERY



DISTRIBUTION CENTER



SPECIALTY BATTERY PLANT S-1



KELLER TECHNICAL CENTER



CABLE AND WIRE PLANT



INDUSTRIAL BATTERY PLANT



INJECTION MOLDING /
FLEET MAINTENANCE



CORYDON, IA BATTERY PLANT A-5

World's Largest and Most Modern Single-Site Battery Manufacturing Facility

Since 1946, East Penn has been producing high quality batteries and battery accessories for the automotive, commercial, marine, industrial, stationary, and specialty markets.

Facilities at its 520-acre single-site manufacturing complex in Lyon Station, PA include four automotive battery plants, an industrial battery plant, a specialty battery plant, a state-of-the-art oxide facility, an innovative recycling infrastructure, and dozens of vertically integrated capabilities and other support facilities. An additional manufacturing facility in Corydon, IA helps accommodate widespread growth. Just miles away, East Penn owns and operates a wire, cable, and battery accessory plant and a multiple facility distribution center just miles away from its Lyon Station complex.

New high-tech facilities and computer monitoring and control systems have made the company an industry leader in advanced battery manufacturing.

East Penn's quality manufacturing is recognized worldwide and has met the global requirements of ISO 9001 and ISO/TS 16949 certification standards. East Penn is also a leader in innovative recycling and has met global environmental requirements of ISO 14001 certification standards.

Staffed with a long-term management team, East Penn is an independent company committed to the future and dedicated to producing high-class products and service to assure complete satisfaction, above and beyond the industry standard, to our partners and customers worldwide.

"POWERED FOR PERFORMANCE"®

EAST PENN manufacturing co., inc.

Lyon Station, PA 19536-0147 • Phone: 610-682-6361 • Fax: 610-682-4781

Order Department Hotline: 610-682-4231

www.dekabatteries.com

A™ (Advanced-Cubed)

*precision-focused
manufacturing approach
delivers an optimal balance
of life, power, and durability.*

*Each function of the battery is thoroughly tested to ensure
that every battery delivers optimized performance.*

