



# NEW 2014 SLA FACTORY ACTIVATED BATTERY LINE

## SLA PROJECT INTRODUCTION & OBJECTIVES



Strictly Confidential

**SLA**  
FACTORY ACTIVATED

*Ready to start!*

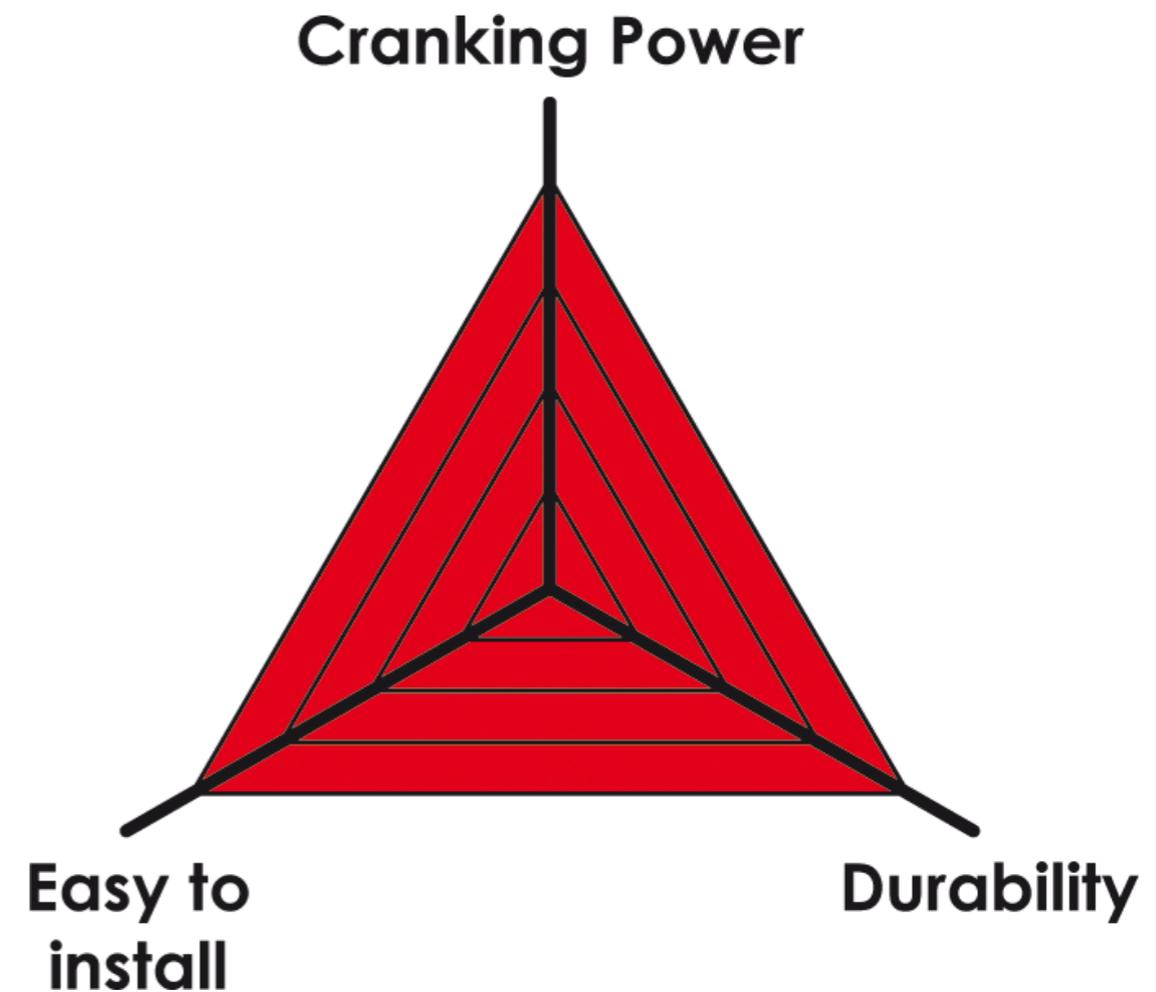
### 100% SLA BATTERY BY BS-BATTERY

**BS-Battery SLA line is a new version of the most popular battery types, sealed and factory activated, designed to replace effectively existing conventional and maintenance free battery types on the market.**

**SLA is a consumer-oriented product with two core key values that are safety and ready to use while providing highly efficient and long lasting power for all use.**

### SLA KEY FEATURES

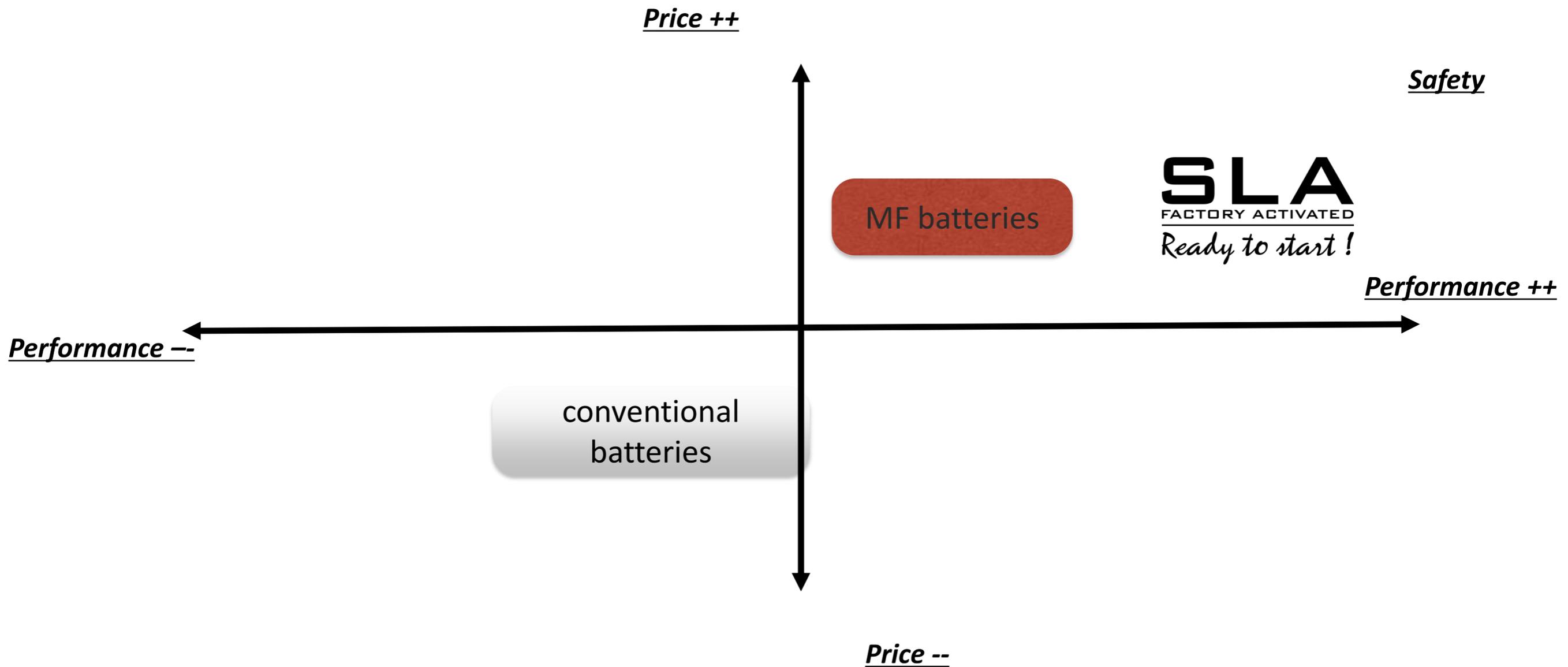
- ✓ **READY & EASY TO INSTALL**
- ✓ **VERY SAFE** (no acid handling) & **MAINTENANCE FREE**
- ✓ **INCREASED POWER & EXTENDED LIFE**  
(up to 3 years longer than conventional batteries)
- ✓ **EXTREME VIBRATION RESISTANCE**
- ✓ **MULTI-POSITIONAL FITMENT**



SLA batteries are perfectly suitable for Motorcycles, Scooters, ATVs (All Terrain Vehicles) ,  
UTVs (Utility Vehicles) , Watercrafts, Snowmobiles and Lawnmowers.

OFFER

## SLA PRODUCT POSITIONING



**COMPARATIVE LOGISTIC CHARACTERISTICS OF SLA BATTERIES**  
**FREIGHT OPTIMISATION**

**NON-DANGEROUS GOODS**

- ✓ **Easy** to ship
- ✓ Lower shipping cost
- ✓ **Simplified** administrative procedures

	SLA	MF	CONVENTIONAL
 ROAD FREIGHT			
 AIRFREIGHT			 Without acid Pack  With acid Pack
 SEA FREIGHT			

## FROM CONVENTIONAL TO SLA HIGH PERFORMANCE



## FROM CONVENTIONAL TO SLA HIGH PERFORMANCE

CONV. Type	SLA Type	Capacity Ah (10Hr)	CCA A (-18°C)	Dimensions (±2mm)			Assembly Layout	Terminal
				L	W	H		
12N5.5-3B	<b>12N5.5-3B (FA)</b>	6.5	70	135	60	130		
12N5.5-4A	<b>12N5.5-4A (FA)</b>	6.5	70	135	60	130		
BB3L-B	<b>BB3L-B (FA)</b>	3	30	98	56	109		
BB4L-B	<b>BB4L-B (FA)</b>	4	60	120	70	92		
BB5L-B	<b>BB5L-B (FA)</b>	5	75	120	60	130		
BB7C-A	<b>BB7C-A (FA)</b>	8	80	129	89	114		
BB7L-B2	<b>BB7L-B2 (FA)</b>	8	70	136	76	130		
BB9-B	<b>BB9-B (FA)</b>	9	120	135	75	139		
BB10L-A2	<b>BB10L-A2 (FA)</b>	10	160	133	90	145		
BB10L-B2	<b>BB10L-B2 (FA)</b>	10	160	133	90	145		
BB12AL-A2	<b>BB12AL-A2 (FA)</b>	12	140	134	80	161		
BB14A-A2	<b>BB14A-A2 (FA)</b>	14	160	134	88	176		
BB14L-A2	<b>BB14L-A2 (FA)</b>	14	210	135	90	167		
BB14L-B2	<b>BB14L-B2 (FA)</b>	14	210	135	90	167		
BB16AL-A2	<b>BB16AL-A2 (FA)</b>	16	160	205	70	162		
BB16CL-B	<b>BB16CL-B (FA)</b>	19	260	175	100	175		
B50N18L-A	<b>B50N18L-A (FA)</b>	21	350	205	87	162		
B50N18L-A3	<b>B50N18L-A3 (FA)</b>	21	350	205	87	162		



## FROM MF TO SLA HIGH PERFORMANCE



## FROM MF TO SLA HIGH PERFORMANCE

MF Type	SLA Type	Capacity Ah (10Hr)	CCA A (-18°C)	Dimensions (±2mm)			Assembly Layout	Terminal
				L	W	H		
BT4B-BS	<b>BT4B-5 (FA)</b>	2.3	40	113	38	85		
BTR4A-BS	<b>BTR4A-5 (FA)</b>	2.3	45	113	48	85		
BTX4L-BS	<b>BTX4L (FA)</b>	3	50	113	70	85		
BTX5L-BS	<b>BTX5L (FA)</b>	4	70	113	70	105		
BTX7L-BS	<b>BTX7L (FA)</b>	6	85	113	73	130		
BTX7A-BS	<b>BTX7A (FA)</b>	6	90	150	87	93		
BTX9-BS	<b>BTX9 (FA)</b>	8	120	150	87	105		
BT12A-BS	<b>BT12A (FA)</b>	10	175	150	88	105		
BTX12-BS	<b>BTX12 (FA)</b>	10	180	150	87	130		
BTX14-BS	<b>BTX14 (FA)</b>	12	200	150	87	145		
BTX14L-BS	<b>BTX14L (FA)</b>	12	200	150	87	145		
BTX14AH-BS	<b>BTX14AH (FA)</b>	12	210	135	90	167		
BTX16-BS	<b>BTX16 (FA)</b>	14	230	150	87	161		
BTX20CH-BS	<b>BTX20CH (FA)</b>	18	270	150	87	161		
BTX20L-BS	<b>BTX20L (FA)</b>	18	270	175	87	155		
BTX20HL-BS	<b>BTX20HL (FA)</b>	18	310	175	87	155		
BTX24HL-BS	<b>BTX24HL (FA)</b>	21	350	205	87	162		
BIX30L-BS	<b>BIX30L (FA)</b>	30	385	165	125	175		



## FROM FA TO SLA HIGH PERFORMANCE



## FROM FA TO SLA HIGH PERFORMANCE

FA Type	SLA Type	Capacity Ah (10Hr)	CCA A (-18°C)	Dimensions (±2mm)			Assembly Layout	Terminal
				L	W	H		
BTZ5S	<b>BTZ5S (FA)</b>	4	65	113	70	85	-□□□+	
BTZ6S	<b>BTZ6S (FA)</b>	5	90	113	70	105	-□□□+	
BTZ7S	<b>BTZ7S (FA)</b>	6	130	113	70	105	-□□□+	
BT7B-4	<b>BT7B-4 (FA)</b>	6.5	85	150	65	93	+□□□-	
BT9B-4	<b>BT9B-4 (FA)</b>	8	115	150	68	105	+□□□-	
BTZ10S	<b>BTZ10S (FA)</b>	8.6	190	150	88	93	+□□□-	
BTZ12S	<b>BTZ12S (FA)</b>	11	210	150	88	110	+□□□-	
BT12B-4	<b>BT12B-4 (FA)</b>	10	175	150	69	130	+□□□-	
BTZ14S	<b>BTZ14S (FA)</b>	11.2	230	150	88	110	+□□□-	
BT14B-4	<b>BT14B-4 (FA)</b>	12	210	150	69	145	+□□□-	
BCP18-12	<b>BCP18-12 (FA)</b>	18	275	182	77	168	-□□□+	



## APPROACH

February 26, 2014  
BS BATTERY PRESS RELEASE



### BS Battery exclusive battery supplier for MV Agusta.

BS Battery has been selected by MV Agusta as exclusive Original Equipment supplier for all motorbikes, including new 2014 models, RIVALE 800, F4, BRUTALE 1090.

It is a great recognition for BS Battery for the quality and the performance of their production.



MV Agusta has chosen the sealed and factory activated BTZ10S battery type, which benefits from the BS advanced battery technology, providing high performance, extreme vibration resistance, and extended service life.

BS Battery products are now available in all continents, and more and more dealers offer BS Battery in their catalog as an efficient battery solution for most of current street and sportive bikes on the market.

[www.bs-battery.com](http://www.bs-battery.com)

### NEW PRESENTATION OF SLA BATTERIES

#### FRONT SIDE

- Sticker with new graphic replaces screen printing
- Barcode
- Charging guide (standard and quick charge)

#### TOP SIDE

- Added sticker
- Battery check date before dispatching.



## 100% SLA DEDICATED WEBSITE

New website ready to be launched in april 2014 along with the battery line with a new product catch line:

***SLA Ready to start !***

[www.sla-readytostart.com](http://www.sla-readytostart.com)

The new website is developed in coherence with the product promise: **easy** to navigate, **efficient** to access references and information with a distributor and customer approach.

The design and information stay coherent with the BS BATTERY mother website with a more flexible approach to browsing.

### SLA READY TO START

A flat design website combining brand colors, product packshots and in-action photographs.

- A two-way to browse content and access products and references:
- regular menu in the header
  - infinite scrolling

- Presentation of the SLA consumer experience:
- Find your battery
  - Buy
  - Install
  - Hit the road



HEADER MENU

INFINITE SCROLLING

WEBSITE

## SLA READY TO START

The battery references and applications search tool stay the same as on [bs-battery.com](http://bs-battery.com).

The additional tools are:

- multilingual portal
- Up-to-day and efficient search tool
- Upgraded worldwide distributors networks along with a dedicated search tool

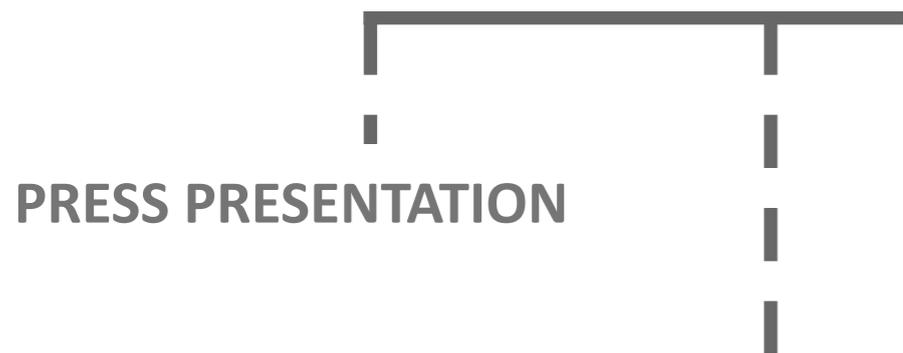


CLICKABLE IMAGE  
TO ACCESS  
SEARCH TOOL

←  
THE RESULT  
OF REFERENCES  
WILL FIT THE  
APPLICATION  
SELECTED

### SLA LAUNCH PLANNING

**MAR**



PRESS PRESENTATION

SALES TRAINING

TRADE OFFER PACKAGE LAUNCH

TRADE PRESENTATION

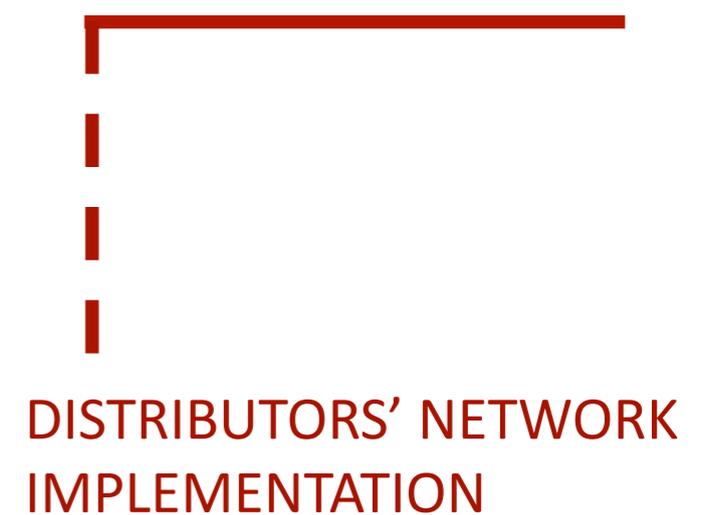
**APR**



PRODUCTS AVAILABILITY

**MAY**

**JUNE**



DISTRIBUTORS' NETWORK  
IMPLEMENTATION

RANGE

AVAILABLE IN APRIL 2014



*The new high performing standard for motorcycle battery*



# NEW 2014 SLA FACTORY ACTIVATED BATTERY LINE

**THANK YOU FOR YOUR ATTENTION**



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