EST. 2005

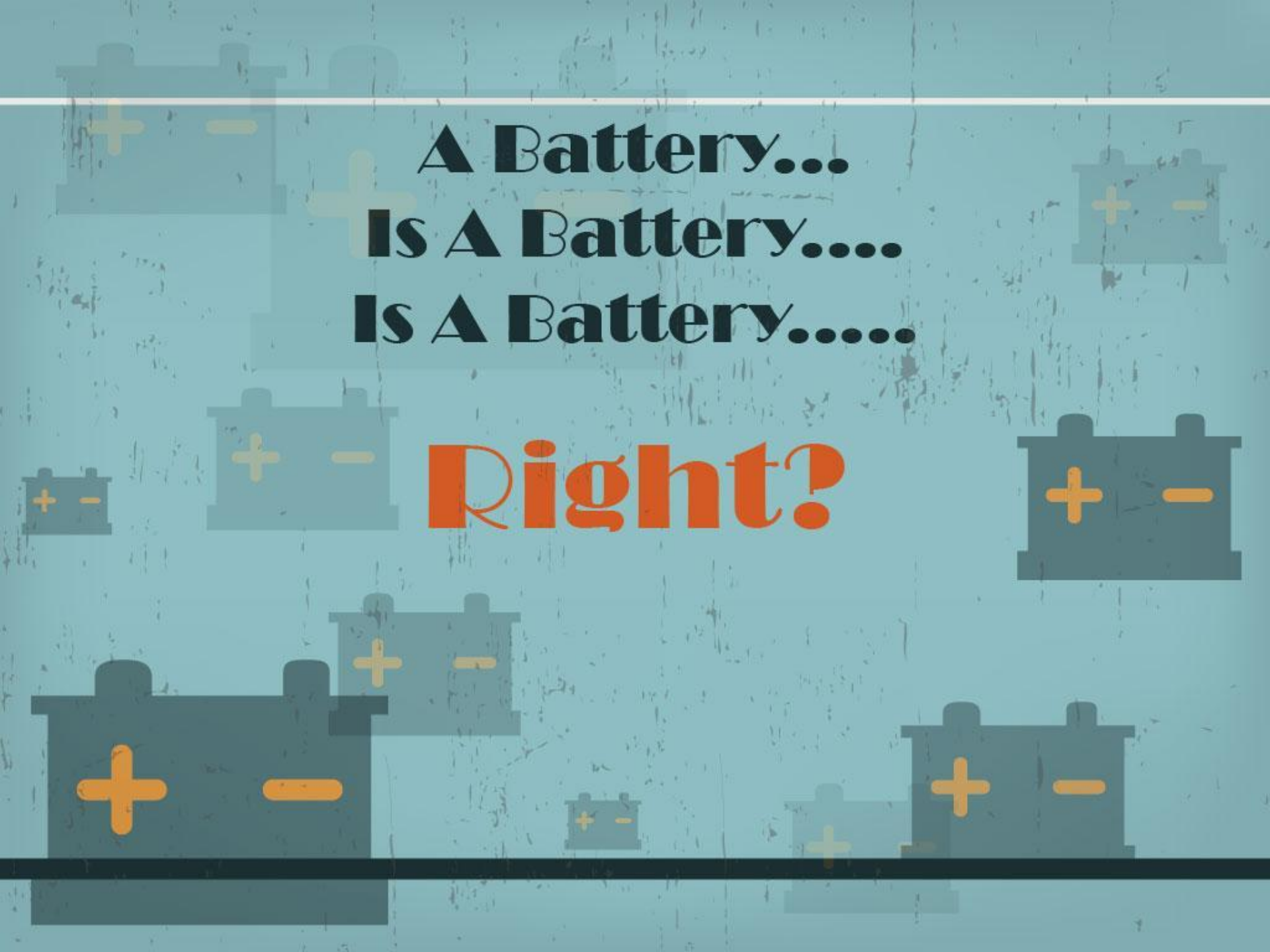
Joe's Auto Battery Picker

For Best Performance

Find the Right Battery And Maintain It

Car or truck Busted?

Need A New Battery?


A Battery...
Is A Battery....
Is A Battery.....
Right?

Just like Cars, Not all batteries are created equal.

So what is the difference?

Well Let's Start With The Basics

Batteries have 3 main uses:

Starting

Reserve

Dual Purpose

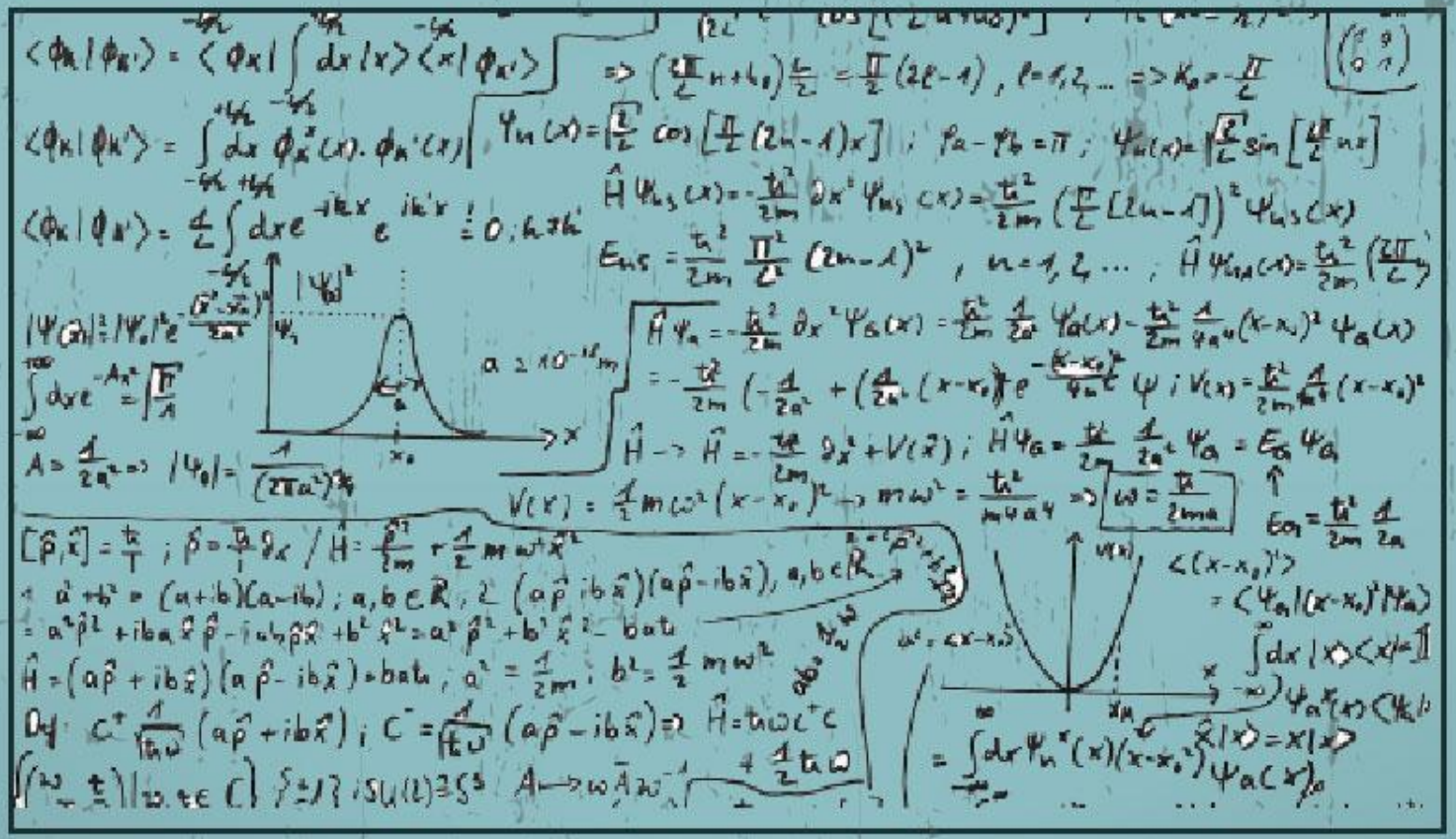
And several "types" of battery to fit each use:

Flooded

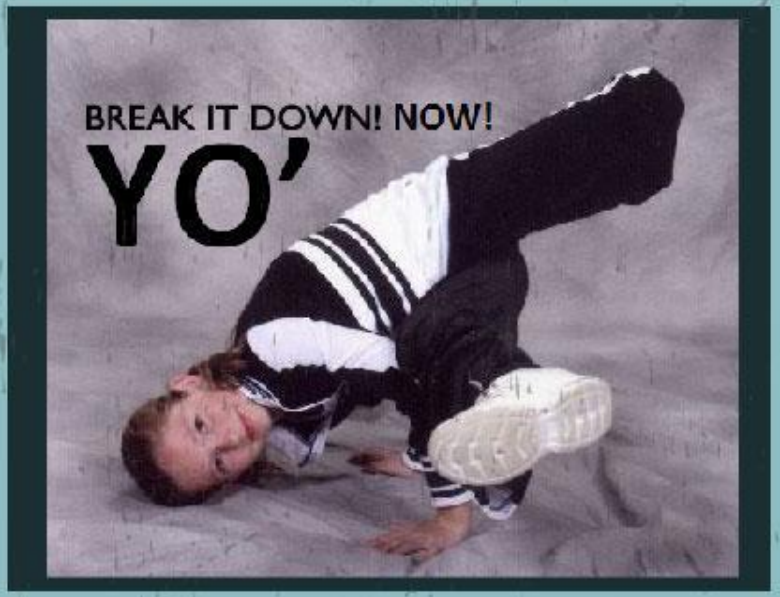
AGM

Lithium

Confused yet?



Don't be!
We got ya covered.



Vehicle Battery Uses

Back to those 3 main uses:

Starting

Reserve

Dual Purpose

Starting Battery

- The main use for a vehicle battery.
- Starts the engine.
- Bigger the engine = more powerful the battery*.

*battery physical size does not always equal battery power

Reserve Battery

- This battery gives a continuous flow of power.
- Used for things like boat trolling motors or RVs.
- A good idea for cars or trucks with lots of electronics.
- Not the best for starting an engine.

Dual Purpose Battery

- The best of both worlds.
- Use when you have an engine to start & have electronics to power.
- Perfect for cars with big stereos or lots of accessories.

Got that?

Batteries can:

Start an engine

Power electronics and boats

or Both

Now What About Those Battery "Types"?

Caution!

The Next Few Slides Get Technical!

But hang in there, it's worth it.

"Types" of batteries:

Flooded

AGM

Lithium

Flooded Battery

$

- 100 year old technology
- Makes up the majority of vehicle batteries in use.
- Very reliable but has limited power and service life
- Most rated for 3-6 years

Range $50 - $200

AGM Battery

$$$

- A modern take on the old battery technology.
- Rated 8-10 year design life.
- Almost twice the power of conventional batteries.
- Perfect for high performance or project vehicles.

Range $200 - $350

Lithium Battery

$$

- Newest most advanced battery technology for vehicles.
- Not common in cars except electric and luxury sedans.
- High reliability, light weight and stability make them popular in motorcycles & power sports.

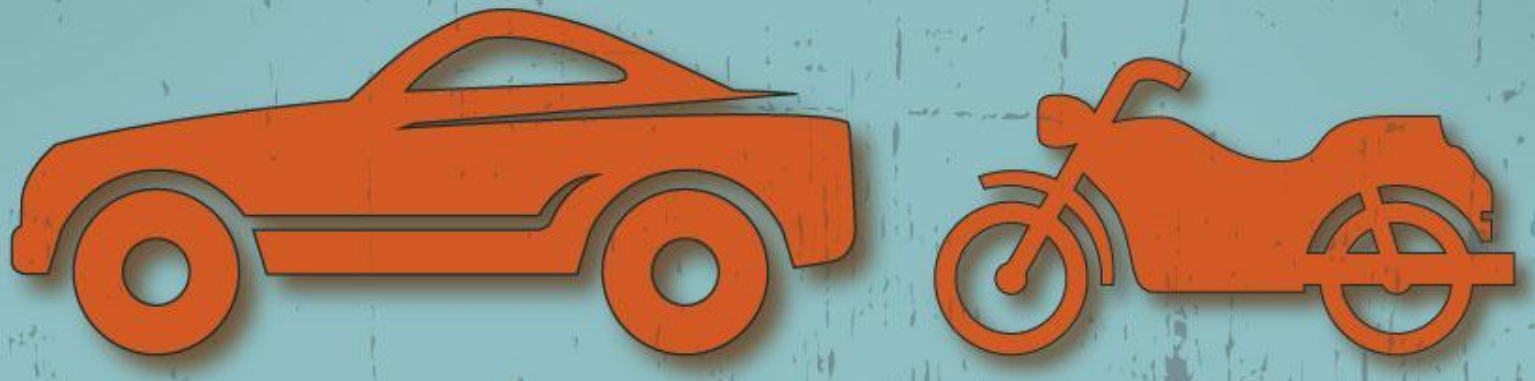
Range $100 - $$$

3 Types of Batteries and 3 Battery Technologies

What's It All Mean To You?

Average everyday car or truck?

Get a standard "flooded battery". Affordable and will the basic job of starting your car.



High Performance Vehicle?

Or tired of buying batteries every few years?

Get a premium "AGM" battery.
The power and reliability to perform!

High Performance Vehicle?

Or tired of buying batteries every few years?

Get a premium "AGM" battery.
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High performance power sport, luxury or electric car?

Indulge in the latest "Lithium" battery technology.
The wave of the future in batteries.

Whatever your battery needs Battery Joe has you covered with batteries from top quality companies like:

Deltran Battery Tender

EVERMAX

ODYSSEY THE EXTREME BATTERY

OPTIMA BATTERIES THE ULTIMATE POWER SOURCE™

NorthStar

So now you have your battery all picked out.

Now you need to take care of it!

Here are some tips to keep your vehicle battery happy and healthy.

A clean, tight, well secured and fully charged battery will serve you well.

Here is how you do it:

#1 Make It Clean

If your battery terminals are corroded, make a paste of baking soda & water and a scrub brush to clean away any corrosion form the battery clamps and terminals using a wire brush.

#1 Make It Clean

Once clean use a product like "Whip" to prevent future corrosion.

#2 Make It Tight

Make sure positive and negative clamps are seated all the way down.

If not loosen the clamps and use a screw driver to spread the clamps gently until the clamp slides all the way down the post.

#2 Make It Tight

Make sure the battery hold downs are in place and tight. Replace as needed.

Excessive vibration will kill your battery!

#3 Keep It Well Charged

If you store your car, truck, motorcycle or ATV for more than a month at a time use a battery maintainer like one of these:

#3 Keep It Well Charged

These chargers are "set and forget"
Just attach, plug in and leave!

The smart technology inside will keep your battery ready to go at all times and never overcharge!

Remember:

A clean, tight, well secured and fully charged battery will always serve you well.

There you go!

Now you have the basics of battery maintenance.

Here are a few extra things to keep in mind.

No need to check the "water" on most batteries.

The majority of car batteries sold today are maintenance free and do not need regular water checks and can be damaged if you attempt to open them.

Remember that not all electrical problems are battery related!

Sometimes a problem that seems to be a battery issue may just be a symptom of a deeper electrical issue.

A new battery may not always solve your every problem.

Always remember:

If you have concerns with your vehicle's battery come in for a free consultation with a battery expert at Battery Joe.

Your "everything" battery experts!

www.BatteryJoe.com