

# THIS IS HOW IT STARTS.



**2012 PRODUCT CATALOG**







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# APPLICATION GUIDE

## This is how it starts.

Superlex® Premium Power Maintenance Free Batteries are available for a wide number of applications. Look for the icons to the right throughout this catalog to find the battery that best suits your needs.



### AUTOMOTIVE

The Superlex® Automotive Series includes batteries for cars, light trucks and SUVs, in addition to EN/DIN standard vehicle lines (including GM, BMW, Volkswagon, Mercedes Benz).

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### COMMERCIAL

Our Heavy Duty Series and Severe Duty Series power up over-the-road trucks, deep cycling applications, logging industry equipment, refrigerated units, construction equipment, D.C. powered equipment and serve as auxiliary power back-ups.

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### MARINE & RV

Make a few waves, enjoy a day of fishing or just relax in your camper with the Marine Starting and Deep Cycle Series from Superlex®.

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### LAWN & GARDEN

Commercial riding lawnmowers, walk-behind mowers, garden tractors, tillers, chippers, shredders — you'll find exactly what you need to maintain your property with the Superlex® Lawn and Garden Series.

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### GOLF CART

Not only will our Par One Series keep you hitting the links longer, it also has a unique application — serving as a power back-up for your home or business.

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# THE PFX™ DIFFERENCE

## Introducing the next generation of flooded cell battery.

PFX Technology delivers maximum performance in multiple applications, improving energy conductance, heat resistance, cyclability and increasing the overall life of the battery.



### PRIMARY LEAD

The PFX positive grid is made from a dense (23:1 ratio) primary lead rolled using **COLD FORM TECHNOLOGY**. This first-use lead is extremely clean and free of contaminants found in secondary lead. Higher density improves energy conductance and heat resistance, and decreases corrosion.



### MICRO-PROCESS CONTROLLED CURING

Plates are cured in micro-process controlled, state-of-the-art hydrosert **CURING CHAMBERS**. These chambers precisely control all humidity, heat and drying during different stages to have an exacting cure of the plates.



### DARAMIC® HP-V HIGH-PERFORMANCE SEPARATORS

Superlex® batteries feature the Daramic® **HP-V HIGH-PERFORMANCE POLYETHYLENE BATTERY SEPARATOR**. This separator extends battery life, enhances cyclability and improves paste-to-lead bonding performance.



### EMBEDDED POLYFIBER MAT

This **PATENT-PENDING PROCESS** in our Severe Duty Series fuses a polyfiber mat with the positive plate for extended cycling use and rechargability.



### BLENDED NEGATIVE ALLOY

**NEGATIVE GRID ALLOY** is blended with Superior's return primary lead and tin to enhance better overall performance in the battery.



### CPM PATENT-PENDING

CPM or **CONTINUOUS PASTE MIXING** is a precision-metered mix that controls the ingredients in bonding paste. This patent-pending process offers better performance than a standard batch mixer. A better mix = better battery performance.

**EXTRUSION FUSION WELDS** reduce corrosion and chance of breakage.

**GRID LOC TECHNOLOGY™** for commercial applications passes SAE J930 vibration testing.

**DIE-CAST POLYPROPYLENE CONTAINERS** with **PRECISION FIT CORES** allow more plates per cell and a secure fit.



PFX TECHNOLOGY IS AVAILABLE IN AUTOMOTIVE, COMMERCIAL AND MARINE STARTING APPLICATIONS.







**MADE IN THE USA**

**30 years of excellence,  
and counting.**

**OUR STRENGTHS ARE OUR PEOPLE AND OUR PRODUCT.**

Superlex® Premium Power Maintenance Free Batteries are designed and manufactured by the employees of Superior Battery Manufacturing, located in Russell Springs, Kentucky, USA. The commitment to integrity and product quality within our 186,000-square-foot facility is unmatched. Superior Battery will celebrate 30 years of energy excellence in 2013, in a rapidly changing industry that has experienced a significant reduction in manufacturers.





**OUR SPECIALTY IS QUALITY CUSTOMER SERVICE.**

From the first cut of primary lead to form a positive grid in our plant, to the minute Superlex® batteries are delivered to their destination by our dependable and dedicated transportation fleet, quality is Superior Battery's utmost priority.



**TIMELINE**



**1983**

Superior Battery Manufacturing opens



**1996**

Superlex® Premium Power Battery line launched



**2002**

Superior achieves ISO 9001-2002 certification



**2005**

Superior achieves TS16949 certification



**2012**

Superior launches revolutionary flooded cell PFX technology





# THE LINE-UP





# AUTOMOTIVE



**Freedom to drive.**



## **SUPERLEX® AUTOMOTIVE ADVANCED DESIGN BATTERY**

Manufactured with PFX Technology™



PRIMARY LEAD  
EXPANDED GRID  
CONSTRUCTION

CPM  
TECHNOLOGY

DARAMIC® HP-V  
POLYETHYLENE  
SEPARATOR

BLENDED  
NEGATIVE ALLOY

### **FINALLY, A BATTERY THAT WILL POWER YOUR VEHICLE FOR THE LONG HAUL.**

Enjoy the freedom to travel, explore and smile more with the Superlex® Automotive Maintenance Free Battery featuring PFX Technology™. Enhanced grid construction, continuous paste mixing and a polyethelene separator combine to deliver maximum performance in this battery, giving you the ability to power more of your favorite things in your car, light truck or SUV.



## **ADVANTAGES**



**STRONGER  
PERFORMANCE**



**ENHANCED HEAT  
RESISTANCE**



**LONGER  
LIFE**



# COMMERCIAL

## Heavy duty batteries for heavy duty conditions.



### SUPERLEX® COMMERCIAL ADVANCED DESIGN BATTERY

Manufactured with PFX Technology™

**YOU NEED A BATTERY THAT'S TOUGH.  
HERE'S ONE THAT'S EVEN TOUGHER.**

Superlex® Commercial Batteries can take the heat. Designed to excel in high-heat, high-cycling applications, our Heavy Duty and Severe Duty Series will help your over-the-road trucks and construction equipment work harder and longer. Performance is enhanced in our Group 31 Severe Duty Series by a polyfiber mat, which is embedded within the positive plate for extended cycling and rechargability.

PRIMARY LEAD  
EXPANDED GRID  
CONSTRUCTION

CPM  
TECHNOLOGY

DARAMIC® HP-V  
POLYETHYLENE  
SEPARATOR

POLYFIBER MAT  
(Group 31 Severe  
Duty Series)

BLENDED  
NEGATIVE ALLOY



## ADVANTAGES



**BETTER  
PERFORMANCE**



**ENHANCED HEAT  
RESISTANCE**



**LONGER  
LIFE**



**STRONGER COLD  
CRANKING**



**HIGH CYCLING  
DURABILITY**





# EN / DIN



## Superlex®. Worldwide.



### AUTOMOTIVE POWER, FOREIGN AND DOMESTIC.

Superlex® EN/DIN Maintenance Free Batteries provide superior power and durability for a number of foreign and domestic applications, including GM, Volkswagen, BMW and Mercedes Benz. The EN/DIN series features flat-top design, and its performance is enhanced by PFX Technology™, providing longer battery life and better heat resistance for premium dependability.

PRIMARY LEAD EXPANDED GRID CONSTRUCTION

CPM TECHNOLOGY

EXTREME HIGH HEAT RESISTANT SEPARATOR

SLEEK FLAT-TOP DESIGN

INTEGRATED CARRYING HANDLE & POST COVERS

### SUPERLEX® EN/DIN ADVANCED DESIGN BATTERY

Manufactured with PFX Technology™



## ADVANTAGES



**BETTER PERFORMANCE**



**ENHANCED HEAT RESISTANCE**



**DOMESTIC & FOREIGN OEM APPLICATIONS**



**LONGER LIFE**



# MARINE & RV

Enjoy the great outdoors.



## SUPERLEX® PREMIUM POWER MARINE BATTERIES

Featuring the Marine Starting and Deep Cycle Series



### MARINE STARTING SERIES

DUAL POST DESIGN

PRIMARY LEAD GRID CONSTRUCTION

CPM TECHNOLOGY

EXTREME HIGH HEAT RESISTANT SEPARATOR



### DEEP CYCLE SERIES

HIGH-DENSITY PREMIUM OXIDE

HIGH-PERFORMANCE SEPARATOR

HIGH-PERFORMANCE GLASS MAT

DUAL POST DESIGN

CORROSION RESISTANT TERMINALS

### CRANK UP THE MOTOR, AND ENJOY.

Whether you're a serious fisherman, a dedicated camper or an enthusiast who can't get enough of being on the water, Superlex® Marine and RV batteries guarantee dependable starting and deep-cycling power. This line offers various performance levels for various applications. Dual-post design and premium carry handles allow for easy application and accessory hook-up, and extended battery life helps you enjoy the outdoors to your heart's desire.

## ADVANTAGES



**PREMIUM DEPENDABILITY**



**EXTENDED DEEP CYCLE TROLLING TIME**



**EXTENDED LIFE**



# LAWN & GARDEN



**Dependability,  
season after season.**



## **SUPERLEX® PREMIUM POWER LAWN & GARDEN BATTERY**

*Manufactured with Dynamic Energy Technology™*

### **A BATTERY THAT MAKES YOUR LAWN CARE MAINTENANCE-FREE.**

It's spring. The grass is growing again, and it's time to pull out the mower. But will it start? Install a Superlex® Premium Power Lawn & Garden Battery and you won't have to worry. This series promises long life and premium dependability. High density active material retains and stores energy for easy starts in cold weather, and all calcium internal grids reduce water loss on hot days.



COMPUTER-AIDED DESIGN  
FLUSH COVER

MAINTENANCE-FREE ALL-CALCIUM  
INTERNAL GRIDS

HIGH DENSITY  
ACTIVE MATERIAL



## **ADVANTAGES**



**EASY STARTS IN  
COLD WEATHER**



**REDUCED  
WATER LOSS  
ON HOT DAYS**



**EXTENDED  
LIFE**



**VIBRATION  
RESISTANT**



**EASY  
INSTALLATION**



# GOLF CART



Keep winning.



## SUPERLEX® PREMIUM POWER PAR ONE BATTERY

Manufactured with Dynamic Energy Technology™



THICK-FRAMED  
CAST GRIDS

HIGH DENSITY  
OXIDE

DEEP CYCLE  
SEPARATOR



### A DEPENDABLE DEEP-CYCLING BATTERY. WITH SUPERLEX®, IT'S PAR FOR THE COURSE.

The Superlex® Premium Power Par One Series is designed to keep you hitting the links worry-free. Is there any better reason to install it in your golf cart? Featuring Dynamic Energy Technology, this battery offers dependability, longevity and endurance. Its excellence in deep-cycle technology also makes the Par One Series an exceptional alternative for home and business power back-up through inverters.

## ADVANTAGES



DEEP CYCLE  
EXCELLENCE



LONGER USE  
BETWEEN CHARGES



EXTENDED  
LIFE



DEPENDABLE  
POWER BACK-UP



# GOING GLOBAL



## WE'RE GROWING.

The Superlex® Premium Power Battery distributor network continues to expand worldwide. We offer an outstanding consumer warranty for our product, and are committed to providing Superlex® branded marketing support to our distributors. For more information on where our distributors are located or how you can become one, visit our website, [www.superlex.com](http://www.superlex.com).

**MADE IN THE USA**







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*MADE IN THE USA*

