

TOTAL. POWER. DRIVE.

AUTOMOTIVE AFTERMARKET BATTERY SOLUTIONS

RIGHT FIT | RIGHT POWER | RIGHT PRICE

Whether you're a wholesale parts distributor, auto parts retailer or independent automotive service center owner, you need highly qualified supplier partners you can trust when it comes to meeting expectations for product conformity, safety, pricing and performance. Challenge accepted.

As recognized industry experts for nearly a century and one of North America's leading battery manufacturers, Crown Battery makes it our business to understand what our automotive aftermarket customers need to help their businesses succeed.

Leading the Way to Growth through Support & Innovation

We're renowned in the fields we serve for thought leadership — sharing business strategies to complement our powerful batteries. This combination enables us to support customer growth before, during and after the sale by meeting their safety, compliance and pricing goals — and critical priorities for quality and competitive positioning of aftermarket batteries.

From a product standpoint, we offer a comprehensive selection of contemporary battery models featuring robust performance to deliver the right power choice for aftermarket end-use customers.

- Our lineup boasts a full array of products for traditional internal combustion and hybrid "start/stop" vehicle applications, as well as 12-volt auxiliary batteries used in all-electric vehicles.
- Superior product design and construction allows for 1-2 years of additional service life in comparison with competitive-class products.

From traditional starter batteries to advanced flooded and maintenance-free AGM models, the dependability and integrity of Crown Battery products deliver power on demand and consistently differentiate our customers from their competition.



A CENTURY OF POWER. A LEGACY OF PERFORMANCE.

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CROWN
BATTERY

100 YEARS
SINCE 1926

PRO POWER SOLUTIONS

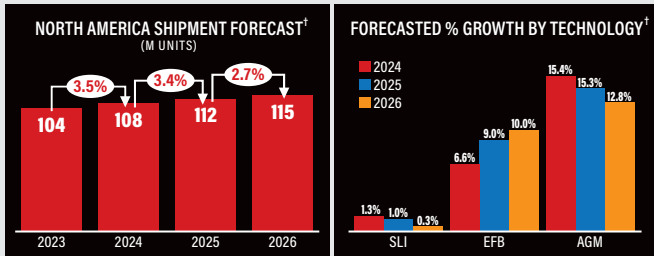
FOR AUTOMOTIVE AFTERMARKET SPECIALISTS

We're proud of the numerous long-standing relationships we have with OER and auto aftermarket professionals who leverage the power and performance behind Crown Battery products, experience and support.

MARKET EXPERTS

We keep ahead of the trends, anticipating industry needs to deliver auto aftermarket product and business solutions that parts distributors, retailers and service providers rely on.

The post-pandemic era has been marked by significant growth in the automotive SLI, EFB and AGM battery categories.* In turn, our insight, innovation and reputation for proven, reliable performance in these segments uniquely qualifies Crown Battery to be your supplier of choice — and respond to corresponding growth opportunities as illustrated in the following forecasts:



*SOURCE: U.S. Commercial Vehicle Market Report; Spring 2024 / †BCI Transportation Forecast, 2024

TECHNICAL CHAMPIONS

Currently, the automotive aftermarket is increasingly driven by technological advancements and regulatory mandates that impact emissions and greenhouse gas (GHG) performance.

By the numbers, Crown Battery is the proven leader when it comes to technology integration, GHG and lifecycle assessment of auto/light truck battery components.

- The nation's only US EPA Green Power Partner certified battery manufacturer; our operations are 100% powered by renewable energy
- Our lead-acid FLA and AGM products are over 99% recyclable and 4 times better for the environment than other chemistry alternatives
- Manufacturing burdens are up to 90% lower for lead-based batteries



Download our Zero Waste brochure for the full story:



XD SERIES:



Powerful engine starting performance for all types of vehicles

- Maintenance-free FLA starter battery
- Proven durability, long service life
- Contemporary cover and container designs
- Leading option in the highly competitive automotive aftermarket

ENHANCED CROWN BATTERY ECB SERIES:



Next-level array featuring the most robust internal construction available in North America

- Contains plates featuring 50% thicker grids and advanced PosiWrap™ separator protection
- Maintenance-free design; delivers superior cranking reliability, battery cycling durability, improved charge acceptance, and protection from heat and vibration in modern automotive systems

CROWN1 AGM SERIES:



Extreme dependability for internal combustion and hybrid applications that require cycling power

- Total starting power reliability in extremely hot and cold operating conditions
- Highlighted by contemporary sealed battery features and traditional design elements such as super thick plates and massive top-lead connectors
- Maintenance-free

Download our automotive battery line card at crownbattery.com or contact us to learn more.



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