

TOTAL. POWER. ADVANTAGE.

RENTAL EQUIPMENT MANAGEMENT SOLUTIONS

RELIABLE FLA | INNOVATIVE AGM | ADVANCED LITHIUM

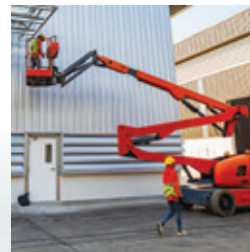


RELATIONSHIPS. RELIABILITY. ROI.

As a parts and service professional in today's rental equipment arena, you need highly qualified suppliers you can trust when it comes to meeting expectations for product performance, cost of ownership and dependability. We get it.

Leading the Way to Growth through Support & Innovation

From small construction jobs to large-scale infrastructure projects, Crown Battery has the capabilities and full product array to power your initiative from start to completion.



As recognized industry experts for nearly a century and one of North America's leading battery manufacturers, we make it our business to understand what our rental equipment customers need to help their businesses succeed. And we make sure to support their growth before, during and after the sale – including meeting critical priorities for quality, durability and end-user satisfaction.



THE RIGHT FIT. THE RIGHT POWER. THE RIGHT CHOICE.

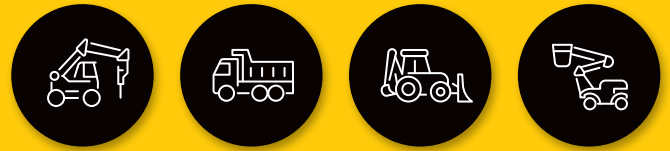
Crown Battery offers a comprehensive selection of contemporary lead acid and lithium-ion (LiFePO4) battery designs featuring robust construction and on-demand performance to reliably power a variety of equipment, mitigating renter risk of downtime and bolstering parts and service provider reputation. We're also the source for chargers, battery management systems and more -delivering end-to-end, single-source solutions.

- EARTH MOVERS
- GENERAL TOOL
- SCISSOR LIFTS
- CRANES
- TRAFFIC SAFETY SIGNAGE
- INDUSTRIAL MACHINERY
- AERIAL & TELESCOPIC BOOM LIFTS
- TRUCKS (CLASS 1 - 8)



MARKET EXPERTS

We keep ahead of the trends, anticipating industry needs to deliver product and business solutions that rental equipment parts and service pros rely on.



While the near-term forecast indicates softening growth in the rental equipment industry, the market continues to expand. Construction, industrial and general tool segments are anticipated to get a boost from decreasing interest rates.*



In turn, our insight, innovation and reputation for reliable performance in these segments and others - including oil and gas, mining and forestry - uniquely qualifies Crown Battery to be your supplier of choice - and respond to corresponding growth opportunities.

*Heavy Equipment Guide, American Rental Assn forecasts softer growth in Canada & US, August 2024

TECHNICAL CHAMPIONS

The US rental equipment market is driven by technological advancements, regulatory mandates that impact greenhouse gas (GHG) performance, and economic factors. Crown Battery is the proven leader when it comes to technology integration, sustainability and lifecycle assessment of lead 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 39-90% lower for lead-based batteries compared to alternative chemistries



Download our
Zero Waste
brochure for
the full story.



PRO POWER SOLUTIONS

FOR RENTAL EQUIPMENT PROFESSIONALS WHO DEMAND PERFORMANCE

The powerful Crown Battery lineup of starter and deep cycle batteries delivers the performance that positively impacts parts and service business standing, ROI, and total cost of ownership, every day.

STARTER BATTERIES

FLA XD SERIES:

Designed and built for dependable maintenance-free engine starting service for IC forklifts, transportation and service vehicles, IC construction and aerial lift machinery, backup power generators, and general tool equipment



FLA SEVERE DUTY SERIES:

Constructed with plates featuring 50% thicker grids and advanced PosiWrap™ separator protection

- Delivers superior cranking reliability, battery cycling performance, and protection from heat and vibration in challenging construction equipment applications
- Next-level product array featuring the most robust internal construction available in North America



CROWN1 AGM SERIES:

Contemporary no-maintenance sealed models feature super thick plates and massive top-lead connectors

- Delivers extreme dependability for both internal combustion and hybrid applications that also require cycling power
- Superior product design and construction features allow for 18 - 24 months of additional service life compared to competitive products



DEEP CYCLE BATTERIES

CROWN DEEP CYCLE FLA:

For commercial and light industrial applications where periodic maintenance is expected by the equipment owner

- Typically require quarterly watering service and inspection to verify effective cabling and charger performance
- These products allow for multiple capacity options and group sizes to ensure cost-effective battery replacement



CROWN1 AGM DEEP CYCLE:

Sealed and maintenance-free; designed for commercial and light industrial equipment applications that cannot allow watering service or electrolyte exposure to the operating environment

- Minimal preventative maintenance results in low servicing cost



VELOCITY® PERFORMEDGE™ DEEP CYCLE:

The newest addition to our line-up, this revolutionary series allows rental equipment parts and service managers to choose the product that's right for their unique applications — while enabling Crown Battery to be the single-source provider of the full array of rental equipment battery solutions

- Supports machine applications with extended design life and no tolerance for preventative battery maintenance
- Built to last 3 times longer than lead batteries of comparative capacity



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

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