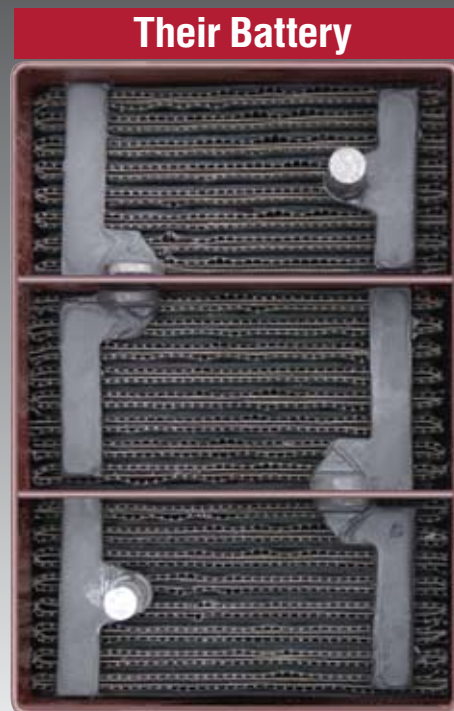


# Skin. Deep.



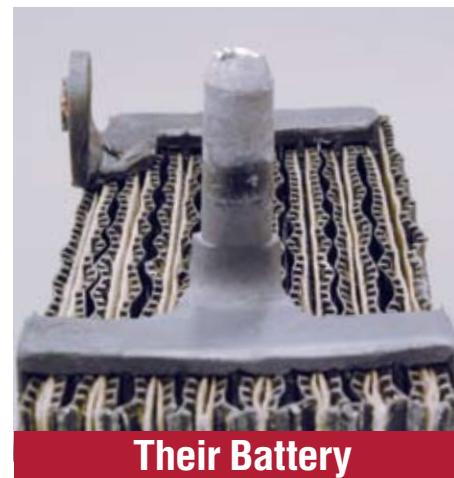
**In the world of batteries,  
the real beauty is what's inside.**

***Different Manufacturers. Different Batteries.***

**The Power Behind Performance**



*Crown Battery's modern in-line solid-cast construction with precision automated welds deliver best available performance and life as compared to other competitive batteries.*



*Compare their outdated offset strap construction with individually cast parts that are manually welded together...there's really no comparison.*

# Our Worldwide Customers Never Settle For Second Best.

## *We Have A Lot In Common.*

**B**

eyond a long line of high-quality deep cycle batteries, beyond a long history of satisfied applications, there's another product consideration that's every bit important.

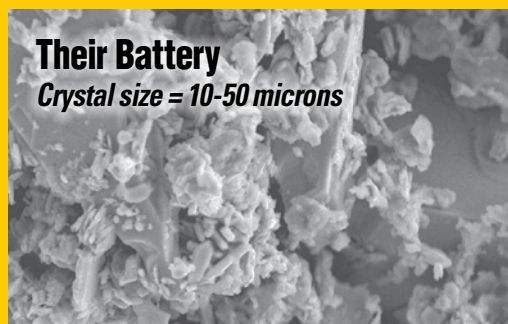
It's called "value." It's one those rare times in business you get more than you pay for. And we can offer it because we specialize in cost reduction performance. It's our business.

Take our Deep Cycle Battery array for instance. We didn't get to be the best and most trusted manufacturer in the world by offering "me too" batteries that you can find anywhere. We did it by manufacturing a line that covers the industry's total needs. Not ours.

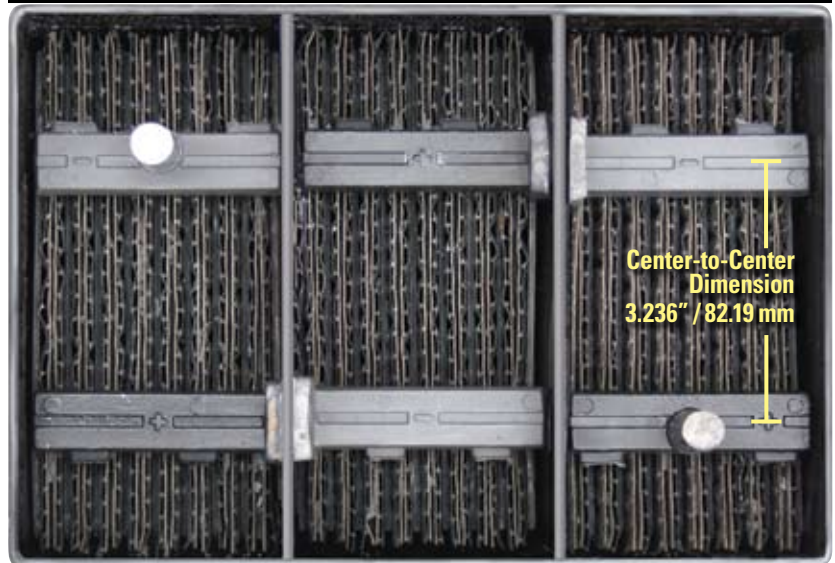
### ***With Crown, The Beauty Is More Than Skin Deep.***

#### **Positive Plate Active Material Difference:**

*Dense TBLS (tetra basic lead sulfate) content in the positive plate ensures that it is more resistant to breakdown. This results in a longer battery life and more uniform consistency.*



### **Crown Battery**



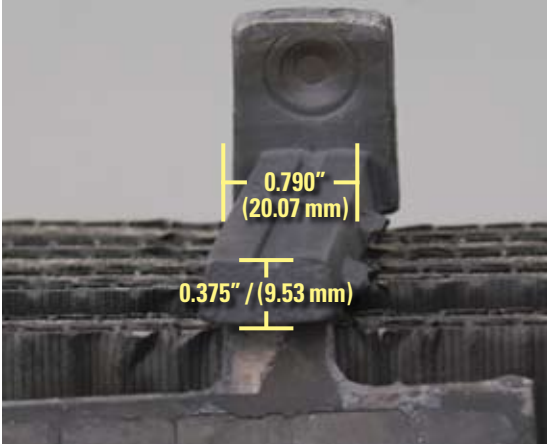
*Crown's modern one-piece solid cast design provides a lower internal resistance allowing for superior charge acceptance, battery discharge performance and longer battery life. With a center-to-center dimension of 3.236" (82.19 mm) the in-line strap enables a shorter current path than competitive products.*

### **Their Battery**



*Construction is out-dated: Offset straps with a longer current path results in higher internal resistance; individually cast parts are manually welded during assembly; terminal posts and tombstone connections are manually welded to the offset straps, and you can see layering marks in lead connection points.*

## Crown Battery



Crown's in-line, solid-cast design is the industry's heavyweight – with 52% more electrical current carrying area than competitor products for stronger performance and life. Available current carrying area = 0.272 in<sup>2</sup> (175.5mm<sup>2</sup>)



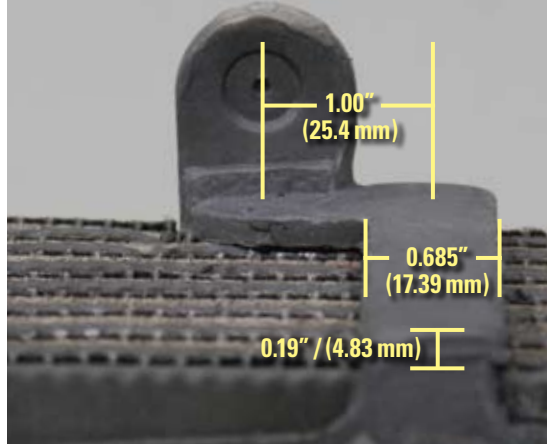
Uniform in-line solid-cast construction delivers reliable cycle performance and life.

**Total Current Carrying Area = 0.33 in<sup>2</sup> (212.8 mm<sup>2</sup>)**

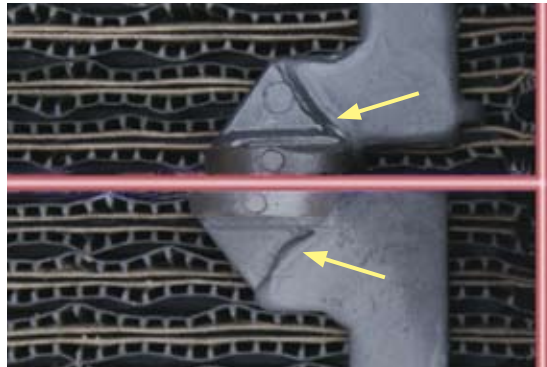


Crown Battery employs 40% more lead in its electrical current carrying structure and wraps the terminals in plastic to lock out possible entry points for acid corrosion and terminal short-circuit.

## Their Battery

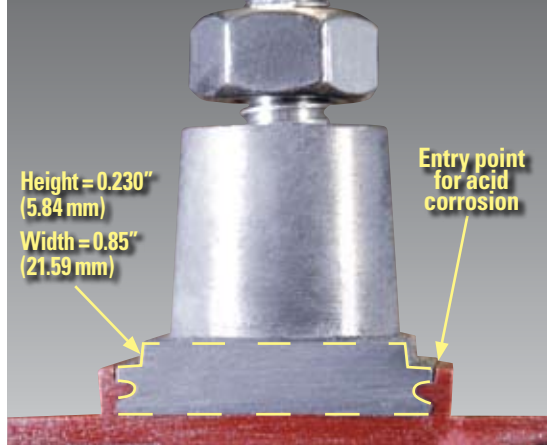


Offset strap construction with lightweight individually cast parts that are manually welded together during assembly – with longer current paths and higher internal resistance. Available current carrying area = 0.130 in<sup>2</sup> (84.0 mm<sup>2</sup>)



Non-uniform construction with visible areas of increased internal resistance.

**Total Current Carrying Area = 0.196 in<sup>2</sup> (126.1 mm<sup>2</sup>)**



Other manufacturers' products feature outdated terminal designs that embed the terminal structure in the battery cover – while leaving most of its current carrying structure exposed to problem causing terminal corrosion and damage from short-circuit. The terminal structure shown here is lightweight in comparison with the Crown terminal structure – featuring total current carrying area of 0.196 in<sup>2</sup> (126.1 mm<sup>2</sup>).



# Some Battery Manufacturers Make Claims. *We're Making History.*

It must be a matter of perspective. But we aren't prone to exaggeration, the way some of our competitors are.

If you claim to have batteries that out-perform all others, an independent laboratory should confirm the findings. That's the way we do it at Crown.

Since 1926, that's all we've done. And to us, it really isn't a matter of claiming to be first in the industrial marketplace. But being the best.

Some manufacturers are comfortable making exaggerated claims. We're comfortable making battery history... one customer at a time.

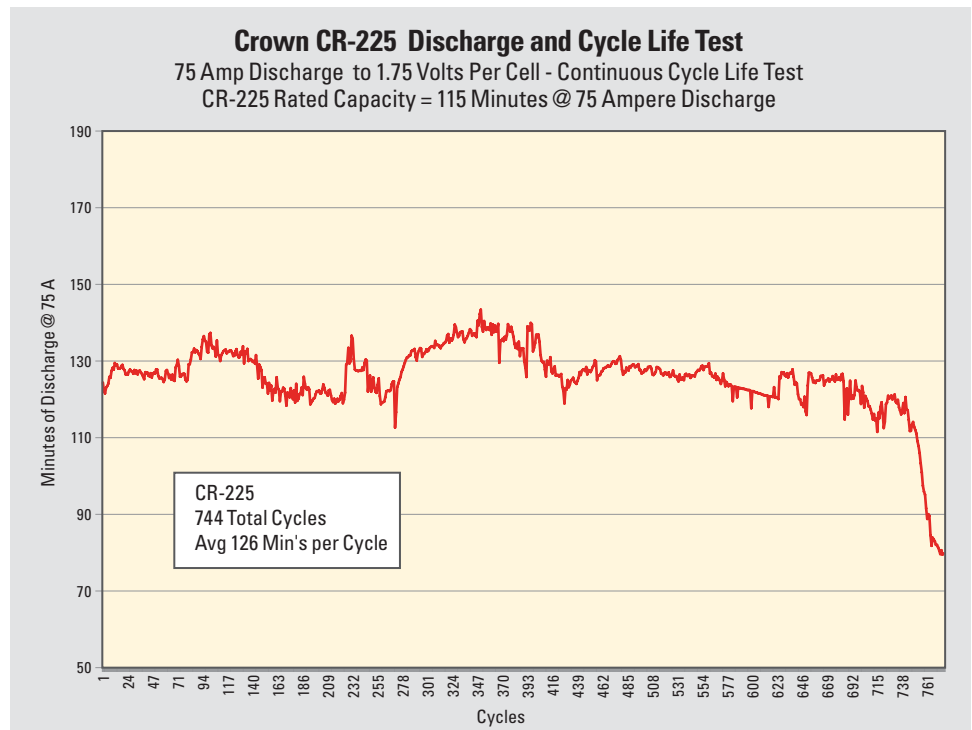
## ***The Industry Heavyweight***

The heaviest, thickest plates in the industry. Thicker plates, heavier lead connections, and the most active lead material per ampere hour of rated capacity. And heavy means more lead, more active material. Which means more power. Longer life.

Who would you put your money on? A lightweight battery? Or the heavyweight of the world.

Crown.

## ***An independent, international lab finds Crown Batteries the real value in the world marketplace.***



*\*To request a copy of the findings, please contact: Crown Battery Manufacturing Co., P.O. Box 990, Fremont, OH 43420-0990 USA*



***The Power Behind Performance***

  
**CROWN**  
**DEEP CYCLE**  
**BATTERIES**

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