

Q1 2010

FULLY CHARGED

FREE BATTERY TESTER
WORTH €230!

INTRODUCING
OUR **NEW**
BATTERY RANGES
AMPAC & PROBOX



BATTERY CARE:
NEW TESTING &
CHARGING EQUIPMENT

HI-VOLT'S NEW CHARGING FACILITY • NEW PROFIT OPPORTUNITIES!

WHAT'S NEW

Hi-Volt Group

I am pleased to introduce our first ever newsletter "Fully Charged", which we intend to publish on a quarterly basis. "Fully Charged" will keep you our customer up to date with new developments, products, promotions and new battery technologies etc. The newsletter will also offer advice on battery sales and handling. I hope this issue will be informative.

Yours sincerely,

Richard Gleeson

Richard Gleeson
Managing Director



Exciting Brands Launched

The recent launch of exciting brands Ampac and Probox are proving extremely popular with Hi-Volt customers. Covering over 90% of the vehicle market, as well as commercial, leisure, garden and marine applications; these super high quality, fully-calcium batteries are manufactured to OE specifications by manufacturers that are supplying Volvo, Hyundai, Kia, Scania, Massey Ferguson and Ford to name but a few! Both Ampac and Probox are fully calcium and can meet the demands of modern high current charging systems.

Ampac manufacture a range of high performance commercial batteries to the highest quality and under strict environmental control. Offering optimum durability Ampac batteries not only meet, but constantly exceed OE specifications. From light to heavy duty applications Ampac utilizes the latest technology to bring you exceptional standards in products and customer care.

Probox produce a premium range of batteries manufactured to OE specifications and meeting ISO environmental standards. The range covers light and heavy duty requirements. Combining great customer care with a firm commitment to the environment, the Probox range gives the kind of efficiency and high performance that customers come to depend on. Watch out for Hi-Volt's national promotion or contact us directly.



BATTERY CARE



New Testing & Charging Facilities

In line with our dedication to providing superior customer care and quality, Hi-Volt has invested €80,000 in a state-of-the-art testing centre and charging facility located at our headquarters in Thurles, Co. Tipperary.

Test Centre:

All major Original Equipment battery manufacturers now have either Digatron or Bitrode test equipment, leaders in the field of battery test equipment. Our test equipment is made by American company Bitrode. The equipment can test CCA (Cold cranking amps) to SAE, Din, IEC and EN. Reserve capacity, ampere hour and cycle life can also be tested.

Our Approach:

We test a battery from each batch received from the manufacturer. Two tests are performed on the sample battery. A CCA test to SAE standard and a Reserve Capacity test are carried out. If the sample battery passes both tests, the batch goes into stock. However, if the battery fails, the total consignment is quarantined and returned to the manufacturer.

Benefits:

Customer benefits are consistent quality and confidence that OE specifications are met.

Charging Facility:

There are no battery manufacturing facilities in Ireland or the UK, batteries arriving on the market have to travel long distances. It can take up to three months from the time a battery is manufactured until it is fitted. In summer months it can take even longer, with slow moving stock. This time delay from manufacture to installation affects the battery voltage and sulphation of battery plates (corrosion of the battery plates) can occur. Automotive lead acid batteries lose 3%-5% of their voltage per month when left idle. The difference between a fully charged battery (12.70V) and a battery at 12.50V is a reduction of approximately 15% in cranking current, resulting in less current going to the starter motor and thus a lazier start.

Our Approach:

To overcome this problem Hi-Volt has installed a fully automated charging facility, that can charge up to 400 batteries simultaneously. The chargers are manufactured by PLB and the charging algorithms are designed by Hi-Volt. All batteries are now charged before dispatch to achieve two goals:

1. Increase the charge of each battery to over 12.60V to maximise starting current and battery capacity.
2. Remove any sulphation that has occurred on the battery plates

Benefits:

The benefits of this policy are three-fold:

1. The battery can deliver the maximum current to the starter motor.
2. The batteries will have a longer shelf life.
3. Reduced warranty issues



BATTERY CARE CONTD

Digital Battery Tester

Over 50% of starting problems are not battery-related, but how can you diagnose the problem properly? Here's where Hi-Volt's new digital battery tester comes in!

Based on conductance technology, it can test battery, alternator and starter - without putting a load on the battery. With no sparks or large current discharge, this tester gives an excellent indication of battery health used on fully charged batteries (this helps get a better reading!). At €230 + VAT it comes with a one-year manufacturer's warranty.

If you sell batteries you must have a way of testing them as well as the alternator and the starter.



Hi-Volt Display Stands

Lightweight display stands are now available. These can easily be put in a prominent position near entrances so your customers can see at a glance that you are a battery expert.

UPCOMING EVENTS

Shocking Announcement

Traditionally, electric fence batteries have not been sold in motor factors. However, Hi-Volt are delighted to announce the launch of a new range of electric fence batteries, all new to the Irish market. There are three popular types and all will be priced competitively.

Spring is on the way..

Thank goodness Spring is coming at last! To celebrate, we have a new range of marine batteries available at the end of February. As for lawnmowers, our Lawncare brand is also coming into stock soon.

Call John or Billy for more information.

More Good News

Those of you who know Billy Keily in Sales and Angelina Brolan in Accounts will be delighted to hear they got engaged over the Christmas break.

We wish them all the best for the future.

Special Promotion

In February and March any trade account opened with a minimum order of €2,000 ex VAT will get a free battery tester worth €230.

Don't miss out on this great promotion.