



Dependability

Quality

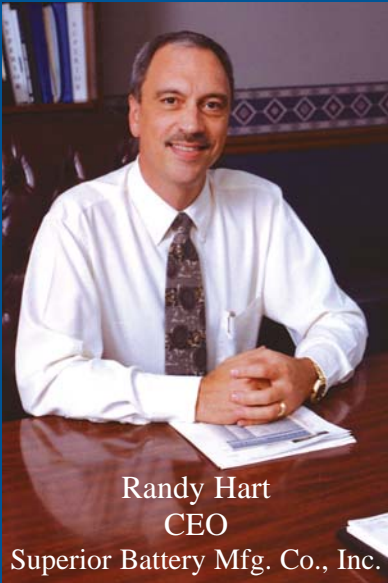
Power

SUPERIOR[®]
SUPERIOR BATTERY MANUFACTURING COMPANY, INC.

Our Mission

SUPERIOR[®]

The Achievement of excellence in total product quality, to be first in customer satisfaction, and maintain unsurpassed employee professionalism. Pledging support to our community, and leading our industry with an esteemed level of integrity.



Randy Hart
CEO

Superior Battery Mfg. Co., Inc.

High quality products and outstanding service, how many times have we heard that cliché only to find out they were just mere words in an advertisement? These words become very hollow to the customer that purchased a product only to find out the company failed to live up to their expectations.

At Superior Battery we work diligently to assure our customers expectations are being met or exceeded each and every day. Quality and service are words that require an intense amount of effort and action to achieve the ultimate goal, our customer's satisfaction. We

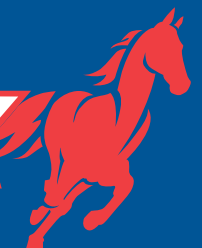
have the sophistication, technology, and facilities to produce ultra modern products. We also have the staff, management, and associates that are trained rigorously in their fields of expertise to assure proper application to each process.

What you will find inside Superior Battery Manufacturing is products made in the USA with teamwork, pride, and accomplishment. You will also discover customer service that can address a small task or a large request. Striving for perfection to reach the pinnacle of excellence would personify our company and we must prove it every day. Our customers know that our people, our products, and our services are a value that is second to none.



Manufacturers of

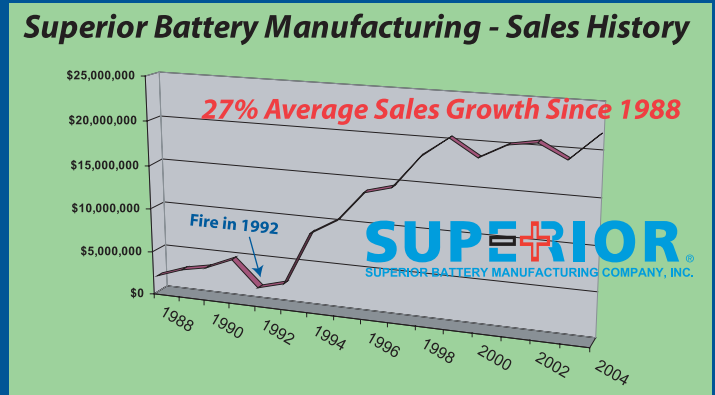
superlex[®]
PREMIUM POWER BATTERIES



Superior History

In 1983 as the SLI battery industry was rapidly changing with a reduction of manufacturers, Superior Battery Manufacturing opened its doors for business. With a background of remanufacturing S.L.I. batteries as well as wholesale and retail distributorship Superior Battery was taking steps in the opposite direction. Today's youngest battery manufacturer has made a

dramatic impact in an industry that has gone from more than 300 S.L.I. American manufacturers to less than thirty. This proven growth has been focused on integrity and product quality.



After a major setback in April of 1992 from a tragic fire which destroyed most of the current manufacturing facility, Superior Battery made an amazing comeback with a new plant that was producing batteries within fifteen months. This new plant also increased the current manufacturing space by 300 percent giving



another example of Superior's determination, consistency and ability to overcome various obstacles. Superior's current plant facility of 186,000 square feet shows the evidence of continued stable growth. One of the primary contributors of this impressive growth is the dedication and heart of the people of southern Kentucky along with the visionary leadership of this privately held company.

Superior met another milestone on May 24, 2002 by receiving the ISO 9001-2002 certification. Currently Superior Battery is leading the industry in the use of robotics as well as other highly technological advancements within the manufacturing process. The completion of a state-of-the-art form and finish plant that is fully air-conditioned is one of the latest accomplishments of this unique industry leader.

Superior Battery has not only quietly impacted the S.L.I. industry, they are also community friendly; supporting such organizations as United Way, March of Dimes, American Cancer Society, Kentucky Blood Center as well as other local charities. Superior has also developed strong creditability with the Environmental Protection Agency with another impressive track record in this area. Refined by a dwindling industry and challenged by major adversity Superior Battery Manufacturing has journeyed

through the last twenty years with poise and solid determination. With this much accomplishment behind the company the future is definitely promising for this growing company.



The Real World

Laboratory tests can show impressive results but when it comes to where the "rubber meets the road" the true tests take place in the real world. Superior Battery Manufacturing Company has invested a lot of effort testing their product in the application to where it applies. Along with in-plant testing and independent laboratory testing Superior's product shows superb strength and stamina, meeting the real demands of a real world.

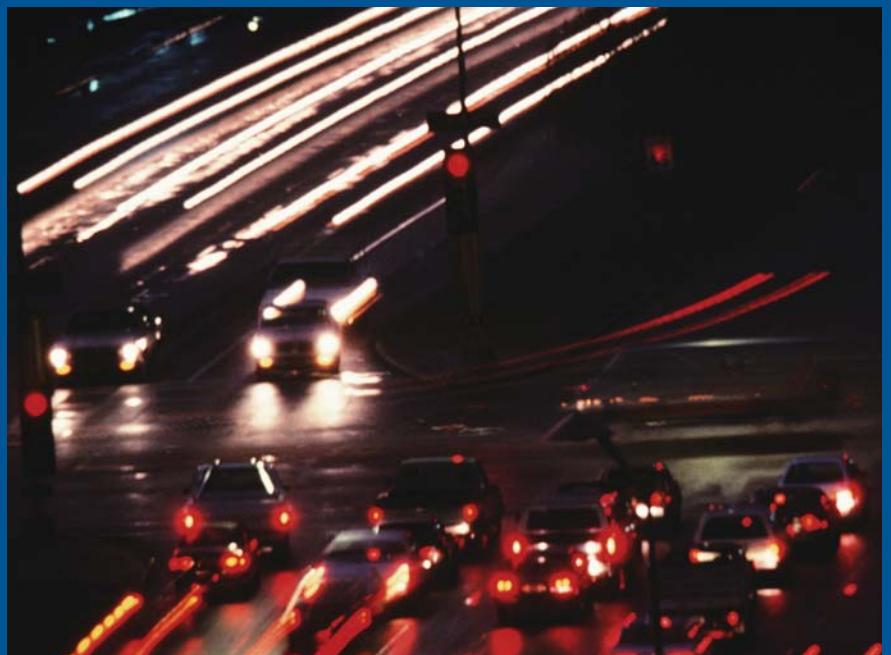
A product may have the highest ratings and meet all SAE battery tests but when a family member is trying to make it home the battery should be the least of their worries. When a high cycling power source is needed to be consistent time after time, this is where Superior Battery stands tall.



In the real world not only is quality needed in the product but integrity is essential in the company producing the product. Superior's on-time delivery with their own fleet and high fill rate track record are values that are hard to beat. The value of a private held company, powered by conscientious people that care about the needs of their customers and respond to their needs, develops confidence and reliability.

In the real world the advantage of the internal glass mat that produces higher cycling and increases the life of the power source could be the difference between a good product and a great product. As in a case study of a real environment with less than perfect conditions there is confidence that the applicable Superior product passes the SAE J-930 vibration testing. In the real world the confidence could be in knowing the battery will continue to troll through that last hour of daylight on a very important fishing trip.

Without question the real world determines what issues are important and sets the standard for a dependable power source and a reliable manufacturer. Battery life and meeting the actual demands, along with continuing the legacy of integrity with the community, government agencies, the client as well as the consumer is the real strengths of Superior Battery. To Superior Battery this is the real world and has been their premise for continued growth and dependability.



A sure way of confirming what happens in the real world is to ask someone who has the experience. Superior's long established customers are the best validation process in establishing the true facts of the real world.

What Our Customers Say About Superior Battery

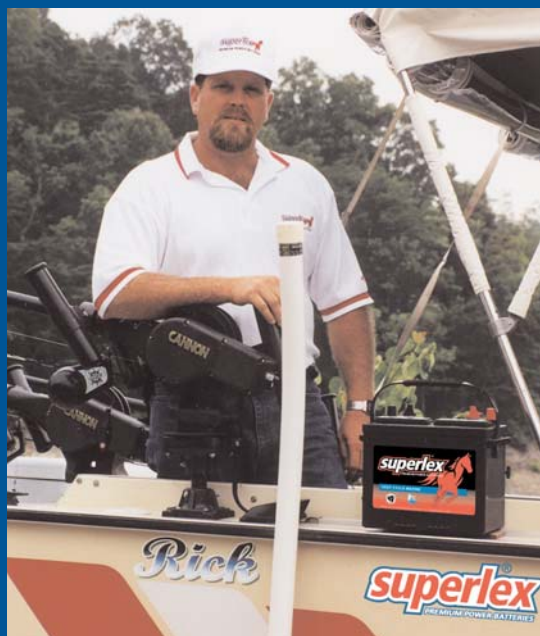


"We have been dealing with Superior Battery for a number of years and we still like everything we see! Our purchasing department reports a consistently quick order turnaround time with order fill always at or near 100%. We always test every battery in-house before we ship them and Superior batteries always test above their rated capacity. The best part about Superior Battery is the people. Their integrity is impeccable, when we are told something is going to happen, we can 'take it to the bank.' It continues to be a pleasure to do business with Superior Battery, it makes our lives easier."

Steve Charles
Tidewater Fleet Supply

"You consistently provide a high quality product at a fair price and deliver it in a timely manner."
2003 Customer Satisfaction Survey Respondent #24

"It has been a pleasure to do business with Superior Battery Manufacturing. In all my years experience with battery companies, I would rate Superior Battery at the top."
Larry Thompson, Tennessee Battery Sales



Rick Holt
Striper Madness

Being an outdoorsman all my life and now a professional striper guide on Lake Cumberland, I know the importance of a dependable power source. I know that I need to provide the very best possible fishing experience to my clients and Superflex Premium Power Batteries give me the confidence that I need for that power. Spending more than 200 days on the waters of Lake Cumberland and some days the waters are not as friendly as others, I have found that Superflex Batteries last longer and provide a better power source than any other product I have used. I depend on Superflex Batteries day after day.

Rick Holt
Professional Striper Guide
Lake Cumberland, Kentucky

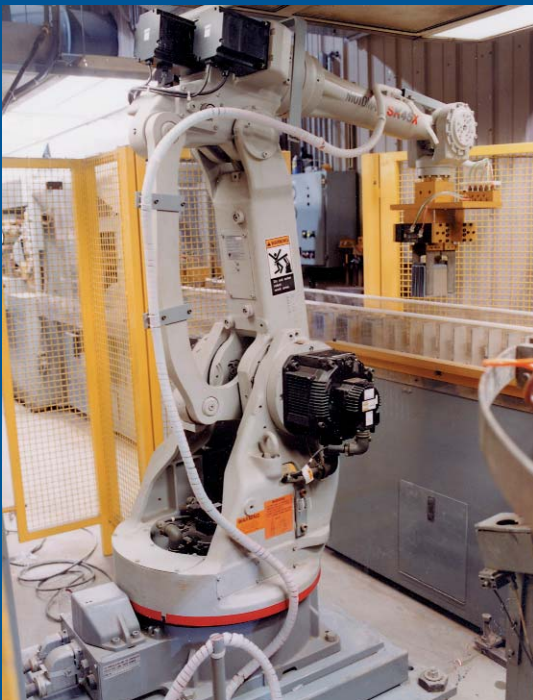
The Quality



For Superior Battery the best statement of quality is the product itself. Superior's quality is unmatched with the knowledge they have obtained from the years of field testing and experience with the application of the product.



Such features as premium grid alloys and high density oxide, controlled within the strict tolerances of Superior's oxide manufacturing facility, provide a premium structure within the product for optimum and consistent power. Other Superior developed features and strengths are extrusion fusion internal welding, precision matched container sizing and the Superior designed battery forming process.



The Superior developed robotics used in the assembly and packaging process are unique with the battery industry and shows the high level of technology within the organization. These units developed for Superior in strategic applications provide superb accuracy and virtually eliminates common internal imperfections within the product.

**ISO 9001
2000
CERTIFIED**

With more than 125 checkpoints in the manufacturing process along with the structured process of ISO 9001-2000 certification, Superior's quality is something you can believe in.

Superior Battery's quality policy is to strive for continual improvement in its processes to enable us to meet or exceed our customer's expectations 100% of the time.



The People



With an origin of delivering batteries in a 1952 model Chevrolet truck to a fleet of more than thirteen tractor and trailers, Superior's growth, dependability and proven track record is based on its people. From the customer service department to the grid casters, Superior's integrity lies in the capable hands of professional, dependable people.

The philosophy of CEO Randy Hart is to "surround yourself with professional competent people that can challenge each other to the highest standard." Team players, extreme loyalty to the company, the community and the customer

are traits found within the Superior organization.

As a major employer within the South-central Kentucky area, Superior has a remarkable tenure within its associates. The Superior team is a diverse group that provides resources to make Superior Battery the true leader within the industry.

Superior Battery is active in the development of the overall battery industry. The President/CEO has served as past president of the Independent Battery Manufacturers of America and president-elect of the Battery Council International. Other members of the Superior management team have served or are currently serving on various committees within the BCI organization.



The honesty and integrity shown in genuine customer service from all departments at Superior Battery is only a reflection of the open-door policy within the company. A high level of communication is structured throughout the organization from on-line ordering to order acknowledgements and personal customer service. Superior Battery has become an industry leader with the confident, dependable people that truly make this company superior.



The Superior Outlook

Superior Battery Manufacturing is the youngest S.L.I. battery manufacturer in the United States. With the precedence of its history and the internal innovation, Superior is poised for stable growth into the 21st century world of the battery industry. Superior has a documented program of a long-range forecast and plans to move into new markets within the United States and abroad with new and advanced technology within the manufacturing process and the product.

Superior is a major employer in South-central Kentucky where rural farmland and beautiful lakes are common. Along with a culture that is focused and dependable, strategically located for optimum distribution, Superior is in a position for continued positive and dependable development. There is no question; Superior Battery Manufacturing Company's future is extremely promising.



**Dependability, Quality and Power
That's Superior**

SUPERIOR[®]
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