

TROJAN® LITHIUM-ION BATTERIES

# RELEASE THE BEAST.



To promote Trojan's new Lithium-Ion battery, we created an integrated campaign featuring a mix of digital and traditional tactics, all built around the company's iconic Pegasus logo, bringing it to life and encouraging golf car owners to **"Release the beast,"** that is, to unleash the hidden power within their vehicle.



VIDEO, TEASER VIDEO

# TROJAN<sup>®</sup> LITHIUM-ION BATTERIES





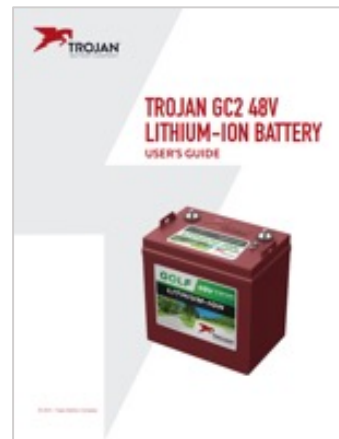
NEW DEALER WELCOME KITS



DISPLAY BATTERY



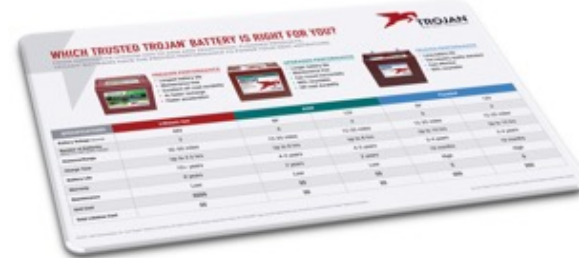
INSIDE CERTIFICATION SIGNAGE



VEHICLE SIGNAGE



LITERATURE



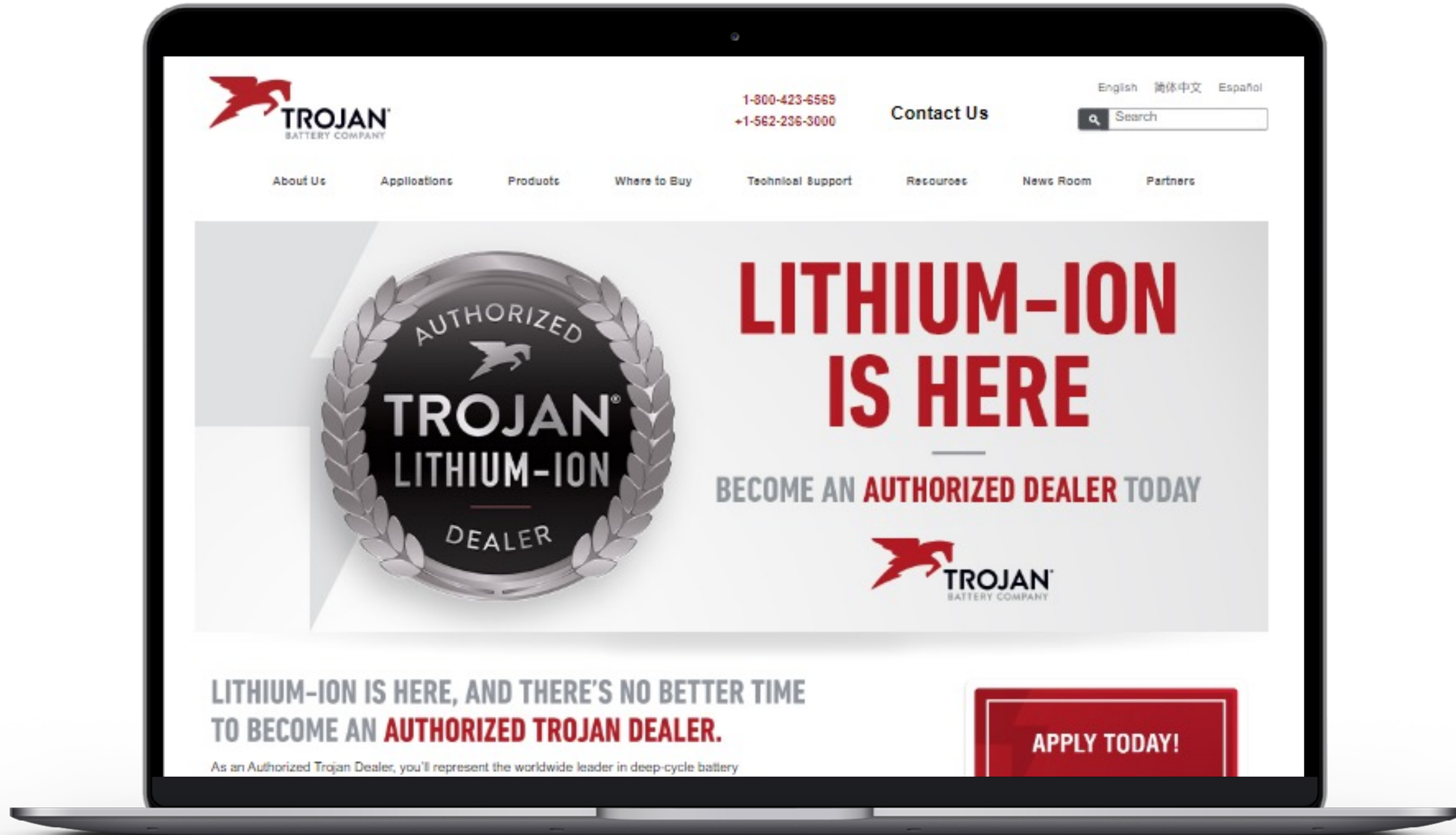
BATTERY SELECTION GUIDE COUNTER MAT



DISPLAY STAND



BANNER STAND



1-800-423-6565  
+1-562-236-3000

Contact Us

English 简体中文 Español

About Us

Applications

Products

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Technical Support

Resources

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# LITHIUM-ION IS HERE

BECOME AN **AUTHORIZED DEALER** TODAY



LITHIUM-ION IS HERE, AND THERE'S NO BETTER TIME  
TO BECOME AN **AUTHORIZED TROJAN DEALER.**

As an Authorized Trojan Dealer, you'll represent the worldwide leader in deep-cycle battery

**APPLY TODAY!**





**LITHIUM-ION IS HERE**  
TRUSTED TROJAN® POWER

**BECOME AN AUTHORIZED DEALER TODAY**

Scan or visit [trojanbattery.com/authorized](http://trojanbattery.com/authorized)

**TROJAN BATTERY COMPANY**



**LITHIUM-ION IS HERE**

INTRODUCING THE GC2 48V LITHIUM-ION BATTERY

**BECOME AN AUTHORIZED DEALER TODAY**

- ▶ GO FARTHER
- ▶ OFF-ROAD DURABILITY (SAE)
- ▶ MAXIMIZED CHARGER PERFORMANCE
- ▶ CERTIFIED SAFETY STANDARDS
- ▶ MAINTENANCE FREE

**BROUGHT TO YOU WITH 100 YEARS OF BATTERY EXPERTISE**

**CLICK HERE**

OR VISIT [TROJANBATTERY.COM/AUTHORIZED](http://TROJANBATTERY.COM/AUTHORIZED) TODAY TO BECOME AN AUTHORIZED DEALER.

**TROJAN BATTERY COMPANY**

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**TROJAN BATTERY COMPANY**

**LOOKING FOR SOLID REVENUE GROWTH?**

Upgrade your customers' 48V golf cars with **DROP-IN TECHNOLOGY**

BECOME AN AUTHORIZED TROJAN LITHIUM-ION DEALER. With the release of our GC2 48V Lithium-Ion Battery, Trojan Battery Company has developed a dealer authorization program that will help you attract our extensive customer base and market our industry-leading products.

Join the Trojan team today and reap the benefits for years to come. To learn more, visit [TrojanBattery.Info/11019](http://TrojanBattery.Info/11019).

Trojan offers a complete range of golf batteries and accessories including:



**IT'S EASY**

**LITHIUM-ION IS HERE. AND THERE'S NO BETTER TIME TO BECOME AN AUTHORIZED TROJAN DEALER.**

As an Authorized Trojan Dealer, you'll represent the worldwide leader in deep-cycle battery manufacturing with almost 100 years of proven innovation and advances in battery technology. You'll also enjoy the following advantages:

**TOP QUALITY PRODUCTS**  
Our deep-cycle energy storage solutions include flooded, AGM, Gel, and Lithium-Ion batteries.

**LOYAL CUSTOMER BASE**  
Thanks to our brand strength, we deliver a growing base of dedicated customers.

**SOLID REVENUE GROWTH**  
We are committed to new products and marketing initiatives in capturing growth opportunities.

**DEALER SUPPORT SERVICES**  
We provide sales and service training, helpful regional managers, and marketing collateral to assist you in growing your business.

VISIT [TROJANBATTERY.INFO/NEWGCDEALER](http://TROJANBATTERY.INFO/NEWGCDEALER) TO APPLY TODAY!

**TROJAN BATTERY COMPANY**

200 Precision Dr.  
Horsham, PA 19044

INDICIA GOES HERE

Prospect Dealer Name  
Address 1  
Address 2  
City, State Zip

**1,369**

**dealer landing pageviews since  
page went live in May 2022**

**665**

**dealers approved and  
certified in U.S. & Canada**

**Postcard sent to**

**1,250**

**prospects on 10/13**

**Generated**


**56**

**registrations through 10/31**


**4.48%**

**lead conversion rate**


SOCIAL MEDIA


 Trojan Battery Company  
84,604 followers  
Promoted

Go up to 15% farther with the Trojan® GC2 48V Lithium-Ion Golf battery (compared to other leading lithium-ion batteries – see site for details).




Find out how to release the beast hiding in your golf car. [Learn More](#)


 93 2 Comments


 Trojan Battery Company  
84,604 followers  
Promoted

Elevate your ride with the legendary power and uncommon durability of our Trojan® GC2 48V Lithium-Ion Golf battery.




Find out how to release the beast hiding in your golf car. [Learn More](#)


 93 2 Comments

 Trojan Battery Company  
84,604 followers  
Promoted

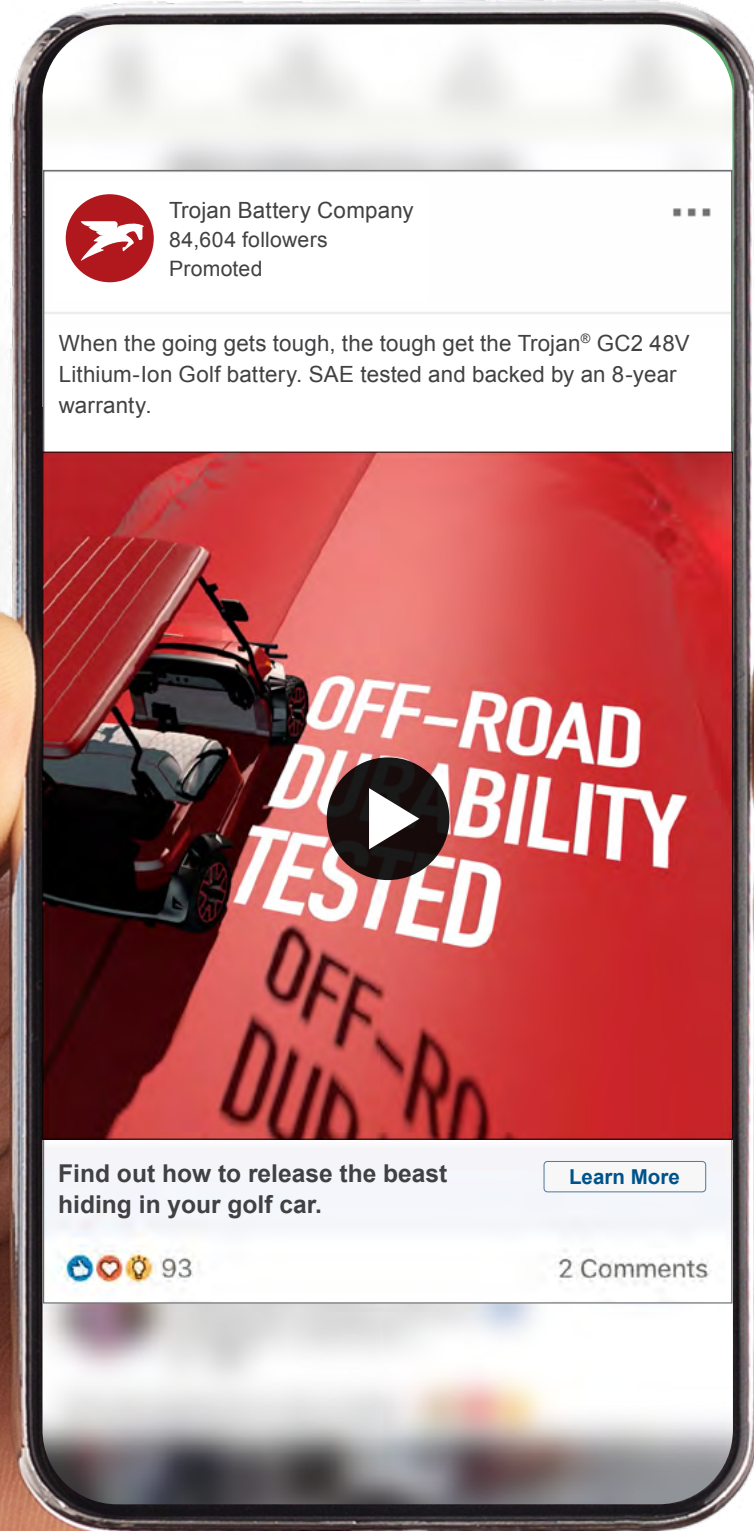
Waiting is not on your to-do list. So we designed our Trojan® GC2 48V Lithium-Ion Golf battery to reach an 80% charge in just 30 minutes.



Find out how to release the beast hiding in your golf car. [Learn More](#)

 93 2 Comments





**23,608**  
Website visits

**2.73%**  
Click-Through Rate





**354,700**  
Video Views

**49,325**  
Website Visits

**24.15%**  
Video View Rate






**ELEVATE YOUR GOLF CAR TO LEGENDARY STATUS.**


TROJAN® LITHIUM-ION BATTERIES

[LEARN MORE](#)



**ELEVATE YOUR GOLF CAR TO LEGENDARY STATUS.**

TROJAN® LITHIUM-ION BATTERIES



[LEARN MORE](#)



**RELEASE THE BEAST.**

GO FARTHER THAN EVER BEFORE.



[LEARN MORE](#)



**RELEASE THE BEAST.**

GO FARTHER THAN EVER BEFORE.



[LEARN MORE](#)

**6,880,247**  
Impressions

**44,255**  
Clicks

**.64%**  
Click-Through Rate

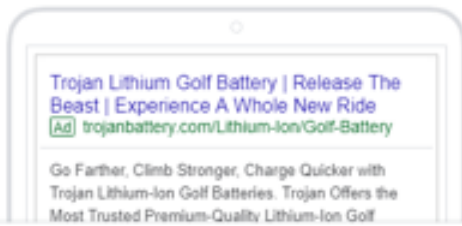
**560,411**  
Impressions

**49,637**  
Clicks

**8.86%**  
Click-Through Rate

Most-shown ads

2022 Lithium Launch Search • Search Ads - Lithium



Trojan Lithium Golf Battery | Release The Beast | Experience A Whole New Ride  
[trojanbattery.com/Lithium-Ion/Golf-Battery](http://trojanbattery.com/Lithium-Ion/Golf-Battery)


Go Farther, Climb Stronger, Charge Quicker with Trojan Lithium-Ion Golf Batteries. Trojan Offers the Most Trusted Premium-Quality Lithium-Ion Golf

Ad	Impressions	Clicks	CTR
Enabled	414,527	31,141	7.51%

All ads All assets < 1 / 10 >

Most-shown ads

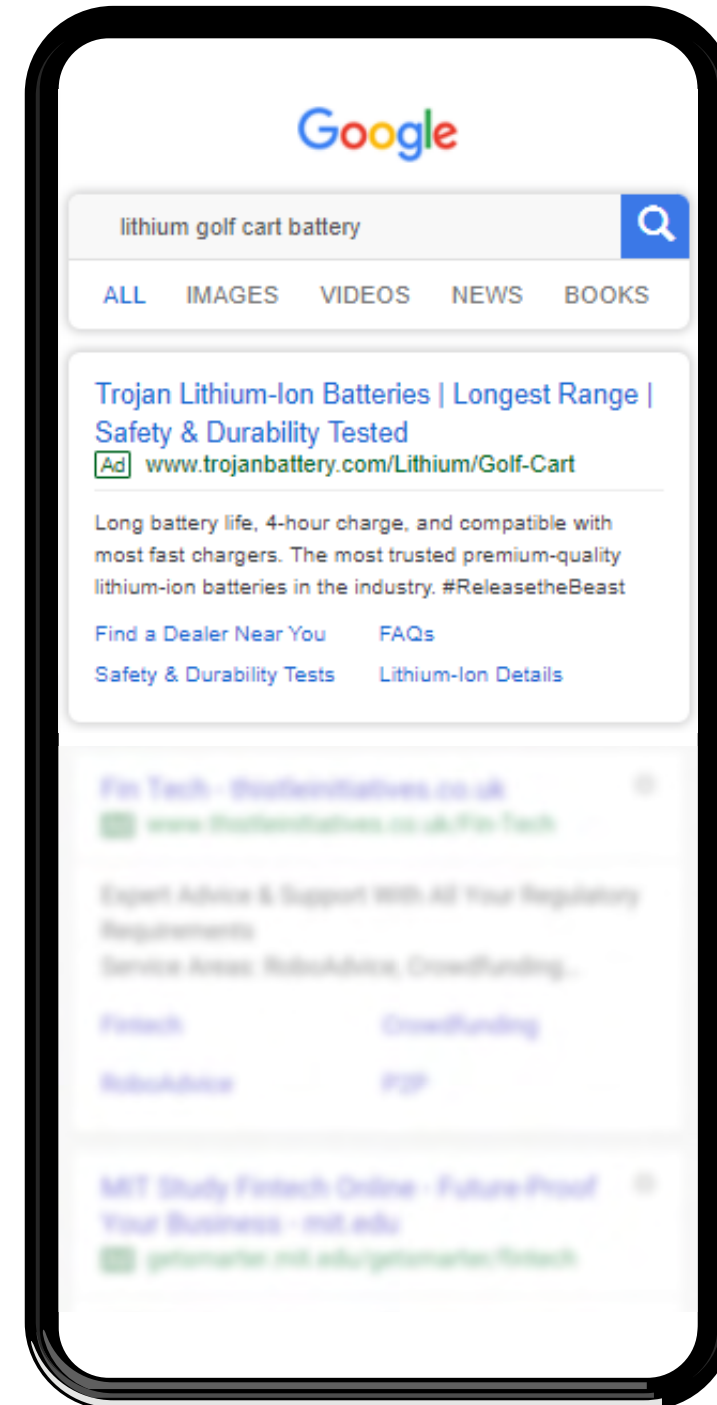
2022 Lithium Launch Search • Dynamic Ads - Lithium



Meets the highest safety and reliability standards. Experience A New Ride today.  
48V Lithium-Ion Battery  
Trojan Lithium Batteries

Ad	Impressions	Clicks	CTR
Enabled	23,598	5,211	22.08%

All ads All assets < 4 / 10 >

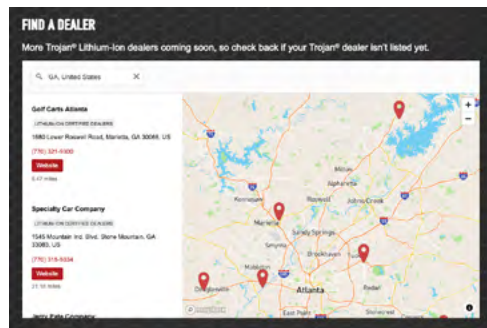




WEBSITE

**72,000**  
Pageviews

**46,455**  
Dealer Locator  
Views



VISIT SITE



**RELEASE THE BEAST.**

Elevate your customers' golf cars and PTVs to legendary status with the Trojan® GC2 48V Lithium-Ion Golf Battery. At Trojan, we pride ourselves on manufacturing the industry's most trusted, high-performance batteries and our new lithium-ion battery is no exception. With Trojan Lithium-Ion, you get:

- FARTHER RANGE.** 45-60 miles per charge with a three-battery setup, up to 15% farther than other brands.\*
- UNMATCHED DURABILITY.** Meets SAE automotive off-road durability standards.
- FAST CHARGING.** Up to 80% in an hour, a full charge in four.
- NO MAINTENANCE.** No watering, corrosion, acid or fumes.
- ADVANCED SAFETY.** Stable lithium formula (LFP) and a BMS with redundant safety features.

\*Actual driving range will vary depending on factors including, but not limited to, temperature, load, terrain, and equipment. Based on published ranges of other leading GC2 lithium-ion batteries.

**TROJAN BATTERY COMPANY**

**LOOKING FOR SOLID REVENUE GROWTH?**

BECOME AN AUTHORIZED TROJAN LITHIUM-ION DEALER. With the release of our GC2 48V Lithium-Ion Battery, Trojan Battery Company has developed a dealer authorization program that will help you attract our extensive customer base and market our industry-leading products.

Join the Trojan team today and reap the benefits for years to come.

[www.TrojanBattery.info/11011](http://www.TrojanBattery.info/11011)

THE INDUSTRY'S BEST LINEUP OF ENERGY SOLUTIONS

- HYDROLINK WATERING SYSTEM
- FLOODED
- AGM
- GEL
- LITHIUM-ION

2022 GOLF CAR DIRECTORY ISSUE  
**GOLFCAR ADVISOR**  
The premier trade publication for the Golf Car/PTV industry

**GolfCar NEWS** MAGAZINE

CLUB CAR A LEGACY OF LEADERSHIP IN THE GOLF CART INDUSTRY  
**Golf Carting**  
EPIIC: A DI...  
GOLF STORY  
HELICAR... 360  
EVOLUTION EV ELEC

**Golfdom**  
Endle summ  
With the summer golf season in full swing, we present:  
• The great superheroball golf  
• Why it's hip for fall companions  
• Golf with? Experts share their best

**LINKS**  
THE GOLF LIFE  
2022 Premier Properties Guide  
THE WORLD'S BEST GOLF COURSES

**LAKEWOOD RANCH FLORIDA**

**The Villages** MAGAZINE  
AUGUST 2022  
THE VILLAGES HEALTH Q&A  
Chief Executive Officer Rick Rich explains what makes The Villages Health Institute so unique. In addition, we offer an expert opinion on 8 important health management tips.


**Peachtree City** MAGAZINE  
Spring + Summer 2022  
inside: Jason Mussman  
Jason Mussman, CEO of Peachtree City, shares his insights on the city's growth and future.

**sunlife**  
JUNE 2022  
Jason Mussman, MD  
TOP 100 Plastic Surgeons 2020-2021-2022  
KEEP A SHARP LOOKOUT ON YOUR EYE HEALTH

**LONE STAR GOLF**  
JUNE 2022  
Gearing Up for Greatness  
Previews of the Men's and Women's Texas Amateurs  
INSIDE: 5 Rules to Know • Win 3 Edison Wedges • Meet Volunteer David Huit



Launch email



**TROJAN**  
BATTERY COMPANY

TRL-GC2-24-M  
**24V** 600 AH  
1200 WtH  
35.4 Ah @ 20hr



TRL-GC2-36-M  
**36V** 400 AH  
1200 WtH  
35.4 Ah @ 20hr

TRL-GC2-48-B  
**48V** 300 AH  
1200 WtH  
35.4 Ah @ 20hr

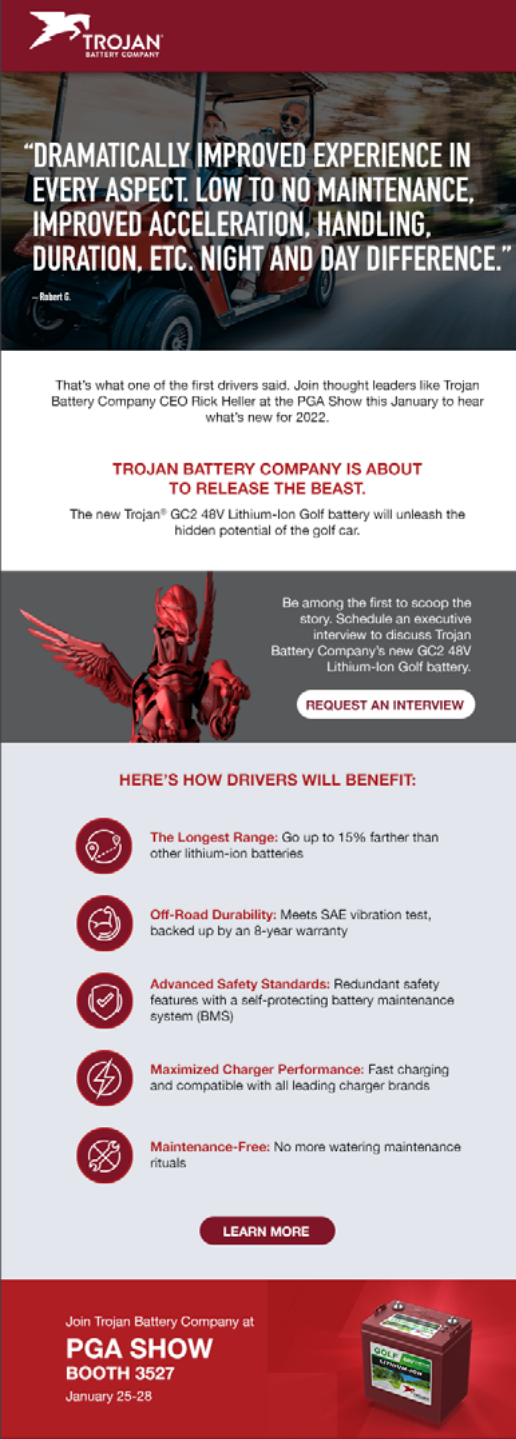
**LITHIUM-ION**  
MOTIVE TROJAN

# RELEASE THE BEAST.

Elevate your golf operations to legendary status with the Trojan GC2 48V Lithium-Ion Battery. With Trojan Lithium-Ion, you get:

-  **FARTHER RANGE.** 45-60 miles per charge with a three-battery setup, up to 15% farther than other brands.\*
- 

PGA Show email



**TROJAN**  
BATTERY COMPANY

**"DRAMATICALLY IMPROVED EXPERIENCE IN EVERY ASPECT. LOW TO NO MAINTENANCE, IMPROVED ACCELERATION, HANDLING, DURATION, ETC. NIGHT AND DAY DIFFERENCE."**  
- Robert C.

That's what one of the first drivers said. Join thought leaders like Trojan Battery Company CEO Rick Heller at the PGA Show this January to hear what's new for 2022.






**TROJAN BATTERY COMPANY IS ABOUT TO RELEASE THE BEAST.**

The new Trojan® GC2 48V Lithium-Ion Golf battery will unleash the hidden potential of the golf car.

Be among the first to scoop the story. Schedule an executive interview to discuss Trojan Battery Company's new GC2 48V Lithium-Ion Golf battery.


[REQUEST AN INTERVIEW](#)

**HERE'S HOW DRIVERS WILL BENEFIT:**

-  **The Longest Range:** Go up to 15% farther than other lithium-ion batteries
-  **Off-Road Durability:** Meets SAE vibration test, backed up by an 8-year warranty
-  **Advanced Safety Standards:** Redundant safety features with a self-protecting battery maintenance system (BMS)
-  **Maximized Charger Performance:** Fast charging and compatible with all leading charger brands
-  **Maintenance-Free:** No more watering maintenance rituals

[LEARN MORE](#)

Join Trojan Battery Company at  
**PGA SHOW**  
BOOTH 3527  
January 25-28





The advertisement is a billboard for Trojan Lithium-Ion Batteries. It features a man in a light blue shirt and white pants driving a forklift. A large red dragon graphic is on the right. A red Trojan battery is in the foreground. The text 'RELEASE THE BEAST.' is prominently displayed in white. A green banner at the top right says 'FIND YOUR DEALER AT TROJANBEAST.COM'. The Trojan logo and battery specifications are also visible.

**TROJAN**  
BATTERY COMPANY

TR-GC2-48-G  
**48V** 30 Ah  
1536 Wh  
51.2V Nom

**LITHIUM-ION**  
SAFE • DURABLE • LONGEST RANGE

MOTIVE **TROJAN**  
BATTERY COMPANY

**RELEASE THE BEAST.**

FIND YOUR DEALER AT  
[TROJANBEAST.COM](http://TROJANBEAST.COM)





CLUB CAR A LEGACY OF LEADERSHIP IN THE GOLF CART INDUSTRY

# Golf Carting

August 2022 Issue 27

COVER STORY  
**HELLCART**

360

EVOLUTION EV ELECTRIC VEHICLES DESIGNED FOR THE FUTURE

22 www.GolfCarting.com

**batterybuzz** BY TROJAN BATTERY COMPANY

## SELECTING A GOLF CAR BATTERY: TIPS TO KEEP YOU ROLLING

If you need a battery for your golf car or personal transportation vehicle (PTV), it's important to do your due diligence. All manufacturers position their batteries as long-lasting and high-performing, but there can be key differences in these products.

Many players have entered the battery market, many based abroad. They don't always manufacture quality products or back them with the service and support you deserve. That can leave you stuck in your garage when you should be driving to the green, stranded in 100% heat, or scrambling to activate your warranty. The entry price for these batteries may be good, but the total cost of ownership is not.

**AVOID BUYERS REMORSE**  
The best way to find a durable and dependable battery is to partner with a manufacturer who understands the golf and PTV market and has a proven track record in it. These companies generally have refined their batteries over the years, solving users' problems along the way. Further, they have the infrastructure to back their products with the support and service you deserve.

**LOOK FOR A PARTNER THAT:**

- Brings decades of collective experience to every battery they manufacture.
- Supplies batteries to major golf car manufacturers.
- Offers a Customer Support Line staffed by real people who can answer your questions and help you troubleshoot issues.
- Has an international network of master distributors.
- Guarantees their batteries with long dependable warranties and staffs a US-based warranty team.
- Offers a full portfolio of batteries: flooded lead acid, AGM, Gel, and Lithium-ion.
- Manufactures drop-in, swappable batteries so you can switch from one type of battery to another and add batteries to increase your range without reconfiguring.
- Invests in research and development to advance battery technology.
- Provides informational videos, manuals, sales sheets, guides, whitepapers, and other resources on their website.

And if you're in the market for a lithium-ion battery, make sure the manufacturer has a network of authorized golf car dealers who are trained to sell and service their batteries.

**TROJAN BATTERY COMPANY**

## RELEASE THE BEAST.

Elevate your golf car to legendary status with the Trojan® G22 48-Volt Lithium-Ion Golf Battery. At Trojan, we pride ourselves on manufacturing the industry's most trusted, high-performance batteries and our new Lithium-Ion battery is no exception. With Trojan Lithium-Ion, you get:

- FARTHER RANGE.** 45-60 miles per charge with a three-battery setup, up to 15% farther than other brands.\*
- UNMATCHED DURABILITY.** Meets SAE automotive off-road durability standards.
- FAST CHARGING.** Up to 80% in an hour, a full charge in four.
- NO MAINTENANCE.** No watering, corrosion, acid or fumes.
- ADVANCED SAFETY.** Stable lithium formula (LFP) and a BMS with redundant safety features.

Learn more and find your local dealer at [TrojanBattery.info/110143](http://TrojanBattery.info/110143).

Trojan offers a complete range of golf batteries and accessories including:

- HYDROLINE WATERING SYSTEM
- FLOODED
- AGM
- GEL

A Supplement to

# Golfdom

## BATTERY-POWERED EQUIPMENT GUIDE

A NORTH COAST MEDIA PUBLICATION

## BATTERY-POWERED EQUIPMENT GUIDE

### Beyond brochures

What to consider when selecting lithium-ion batteries

BY BETTY SOGINN

If lithium-ion battery manufacturers state the products are reliable, long-lasting and safe. In truth, there can be major differences in the quality of these products. These differences depend on the expertise of the manufacturer, the build quality of the battery and the availability of support services.

**A young technology**  
Before selecting lithium-ion batteries, it's important to understand the current state of the industry. Lithium-ion is a relatively new technology that's taken off in the last five to 10 years. The demand for these batteries is high and continues to grow. As a result, many startups have jumped into the arena. They may lack the engineering expertise and infrastructure needed to manufacture and service the quality products golf courses need.

"Startups generally face stiff learning curves," says Bob Lehmann, director of quality services for Trojan Battery Co. "Further, inflation and supply chain problems are hitting startups especially hard right now."

For optimum durability, look for batteries rated to the Society of Automotive Engineers (SAE) standard SAE J2900 — the benchmark for batteries used in agricultural and construction environments. It protects the battery's wires and components and increases its life. Many batteries do not meet this high standard.

**Heat and water ingress.** Dust, rain, snow and acid can also damage batteries. Look for a battery with an ingress protection rating of at least IP67. Batteries not certified to this standard are vulnerable to costly environmental damage.

**Heat dissipation.** Lithium-ion batteries can generate high heat. Manufacturers must move this heat away from the battery's cells to prevent damage. Most manufacturers do this through inexpensive components called heat sinks because they're easy to make and add on. But if the battery generates high amounts of heat, the cells inside will likely age faster.

Heat sinks should not be the only method of heat management. "Well-designed batteries reduce the heat generated and allow for natural cooling in the design. This requires more engineering expertise, but it boosts efficiency, improves safety and prolongs battery life," Lehmann says.

**Ease of use and safety**  
"Make sure the batteries are fully drop-in and swappable. This allows users to replace the batteries in existing cars with lithium-ion batteries and add batteries when needed to extend range."

**Consider the range.** The range of lithium-ion batteries varies considerably from manufacturer to manufacturer. Make sure the batteries provide the longest range possible. Real-world test data and testimonials are the best way to understand the available range of a battery. Manufacturers may have stated capacity on the size of individual cells within the battery, which is different from usable capacity and does not account for internal losses. Check inefficient charging or voltage monitoring.

**Ask about UL certifications.** In the entire pack UL-certified or does the manufacturer rely solely on the cell provider's UL listing?

**Look for a battery with lithium-ion phosphate cells,** one of the most stable lithium-ion battery chemistries. These systems are not equally effective. To identify a sophisticated, high-performing system, Lehmann suggests you:

- Look for a BMS with several levels of safety redundancy. "That way, if one level fails, another will step in, catch the issue, and turn the battery off, protecting you and your property," he says.
- Find a BMS that pairs the battery with an in-car battery charge indicator. This will tell the owner the state of charge for each car, prevent stranding golfers and speed the pace of play.
- Get a battery that can communicate with chargers and/or the vehicle fleet via a controller area network. This level of communication maximizes the advantage of the BMS and the efficiency of a lithium-ion battery.

**Choose a partner, not just a supplier**  
Lehmann suggests beginning a search for batteries by looking for an experienced manufacturer who has supplied batteries to major golf car OEMs. "These companies won't be playing catch-up. They know the problems golf courses face and the issues that can damage batteries and shorten their lifespans," Lehmann says.

Ask the manufacturers these questions:

- "How long have you been making batteries for the golf industry?" Knowledge of the golf industry and the golf car's use is a must.
- "How long have you been working with lithium-ion technology?" If the answer is just a year or two, the company probably has a lot to learn.
- "What kind of customer support do you provide?" Make sure the company has a customer service line staffed by real people who can answer questions and help technicians troubleshoot issues. Ask if support is available 24 hours a day and if the staff includes representatives dedicated to lithium-ion products. Many newcomers to the market simply don't have the infrastructure to provide this level of service.
- "How do you sell your batteries?" Look for a company with an extensive distributor network that sells its products locally. Make sure distributors understand how to operate and troubleshoot the company's batteries.
- With due diligence, superintendents can avoid buyer's remorse and properly identify high-performing, long-lasting batteries. ☐

Betty Soginn is a freelance writer based in Augusta, Ga.

## BATTERY-POWERED EQUIPMENT GUIDE

Continued from page B75

trojan

A strong partnership with a battery manufacturer is critical, according to Bob Lehmann, director of quality services for Trojan Battery Co.

Visit [TrojanBattery.info/110143](http://TrojanBattery.info/110143) to learn more or find your local dealer.

Trojan offers a complete range of golf batteries and accessories including:

- HYDROLINE WATERING SYSTEM
- LEAD ACID
- AGM
- GEL

**TROJAN BATTERY COMPANY**

## RELEASE THE BEAST.

Elevate your golf operations to legendary status with the Trojan G22 48V Lithium-Ion Battery. With Trojan Lithium-Ion, you get:

- FARTHER RANGE.** 45-60 miles per charge with a three-battery setup, up to 15% farther than other brands.\*
- UNMATCHED DURABILITY.** Meets SAE automotive off-road durability standards.
- FAST CHARGING.** 80% in an hour, a full charge in four.
- NO MAINTENANCE.** No watering, acid dips or charging fumes.
- ADVANCED SAFETY.** Stable lithium formula (LFP) and a BMS with redundant safety features.

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- LEAD ACID
- AGM
- GEL





GOLF CAR DECAL

**CD TECHNOLOGIES** **TROJAN** **PGA SHOW** **BOOTH #327**

### FACTS AT A GLANCE

Developed by industry leader Trojan Battery Company, the Trojan® GC2 48V Lithium-Ion Golf Battery is the longest-range GC2 lithium-ion golf car battery and the most durable, longest-lasting, and safest battery available on the market.

### AVAILABILITY

THE TROJAN GC2 48V LITHIUM-ION GOLF BATTERY IS AVAILABLE IN 19 COUNTRIES AND 25 STATES.

### WHAT SETS IT APART

- TRAVELS FARTHER
- OFF-ROAD DURABLE
- CERTIFIED SAFE
- MAXIMIZED CAPACITY
- MAINTENANCE-FREE
- A HISTORY OF INNOVATION

### LEADERSHIP TEAM

**RICK HELLER, CHIEF EXECUTIVE OFFICER**  
 Rick Heller has served as chief executive officer of CD Technologies and Trojan Battery Company since 2020, bringing with him more than 20 years of CEO experience and a proven record of leading companies to enhanced profitability and strategic growth. Heller's leadership expertise spans product and consumer product markets, including Motor Coach International, FleetLynx, and Speed Innovations. He has served on the boards of Invision Enterprise, CD, and Onyx Group.

**JON ANDERSON, CHIEF TECHNOLOGY OFFICER**  
 As chief technology officer, Jon Anderson oversees all CD Technologies and Trojan Battery Company R&D. He is responsible for all research and development activities, as well as the overall technical direction of the company, including product management, new and emerging technologies, and global product development. Before joining CD Technologies in 2008, Anderson worked for Exide Technologies, Invision Battery, and others, managing complex technical operations in North America and Europe.

**FREDERIK KLAARENBEEK, CHIEF MARKETING OFFICER**  
 Frederik Klaarenbeek is chief marketing officer of CD Technologies and Trojan Battery Company, bringing with him more than 20 years of global marketing experience. Most recently, he served as vice president, product management and marketing, for Cambridge Technology Solutions company. Before that, he worked for the U.S. and the Netherlands. Klaarenbeek has directed high-profile marketing, sales, and operations efforts and led business units for worldwide markets like CoorsTek, Fortis, Philips and GE.

**TROJAN**

Releasing "the beast": Trojan Battery Company launches the longest-range GC2 lithium-ion golf car battery

Trojan® GC2 48V Lithium-Ion Golf Battery promises golf car owners the ultimate in performance. Just charging and traveling up to 13% farther than other lithium-ion batteries.

SANTA FE SPRINGS, Calif. — Jan. 18, 2022 — Golf car owners who seek the ultimate performance will find it in the newest release from industry leader Trojan Battery Company: the Trojan GC2 48V Lithium-Ion Golf Battery. The longest-range lithium-ion golf car battery, the Trojan GC2 48V travels up to 13% farther than its competitors. It's also durable, charges fast, powers accessories via USB, and is maintenance-free, giving owners the confidence that their golf car is always ready to go where they want, when they want. The Trojan GC2 48V makes its debut at the 2022 PGA Show in Orlando, Fla., held Jan. 25-28 (booth #327).

"The Trojan GC2 48V Lithium-Ion Battery's industry-leading performance makes it a best-of-a-battery designed for golf car owners who demand the most convenience and performance from their driving experience, and we're thrilled to introduce it to the market," said Rick Heller, chief executive officer of Trojan Battery Company. "Owners can count on its safety and reliability, backed by Trojan's 97-year history of innovation in battery manufacturing." Founded in 1925, Trojan Battery Company pioneered the first-ever deep-cycle golf battery (202), launching a legacy of leadership in the electric golf car industry that continues today.

Among the Trojan GC2 48V competitive advantages:

- Travels farther: The Trojan GC2 48V has a proven range of 45-40 miles on a single charge with a three-battery configuration—up to 13% farther than other GC2 lithium-ion batteries (based on published range of competing GC2 lithium-ion batteries, actual driving range will vary based on terrain, temperature, load and vehicle operation).
- Off-road durability tested: The battery meets SAE vibration tests, falls for three times longer than lead-acid batteries, and is backed by an eight-year warranty. Built with one of the highest levels of protection, the battery is also protected from dust, sand, and water.
- Certified safe: Held tested for more than 2000 hours, the Trojan GC2 48V meets international safety and performance standards down to the battery cell level. It is made with one of the most

PR – PGA LAUNCH





**90**  
PGA Leads

**31**  
GCSAA Leads

**71,482,567**  
Readership

Around the PGA Show, Trojan  
Lithium-Ion was mentioned across  
**72** news websites and blogs.



EMPLOYEE ENGAGEMENT



LITHIUM NEWS FLASH

In this edition (June 22, 2022):

- La Cala Golf Club testimonial video
- Interclean exhibition highlights
- Golf photo/video shoot
- Battery Charge Indicator update
- New golf ad



Trojan Lithium surpasses expectations

Golf Course Management at the world-renowned La Cala Golf Club Spain, are thrilled with the performance of the new Trojan 48V GC Batteries in their fleet. [Get a sneak peek of the testimonial video \(version\)](#). Final video edits are in the works and it will be posted or Great job to the EMEA team for securing this important customer!

INTERNAL NEWSLETTERS



From left to right: Morgan O'Sullivan, Mary Sicard, Will Scotson

Strong presence at Interclean

We exhibited at Interclean Amsterdam 2022 in the Netherlands on May 14 – 17. Interclean is the largest tradeshow for cleaning and hygiene professionals. This was the first post-COVID event for this market and several of our international Master Distributors and many customers and prospects stopped by the booth. The sales team is busy following up on 58 leads from the show.



New print ad

We're running the new two-page spread ad above in multiple golf publications targeting dealers, including [Golf Car News](#), [Golf Car Advisor](#) and [Golf Course Trades](#). Our marketing intern, Josh Bande, is also developing a complete lithium advertising plan, so more ad types and placements are coming soon.

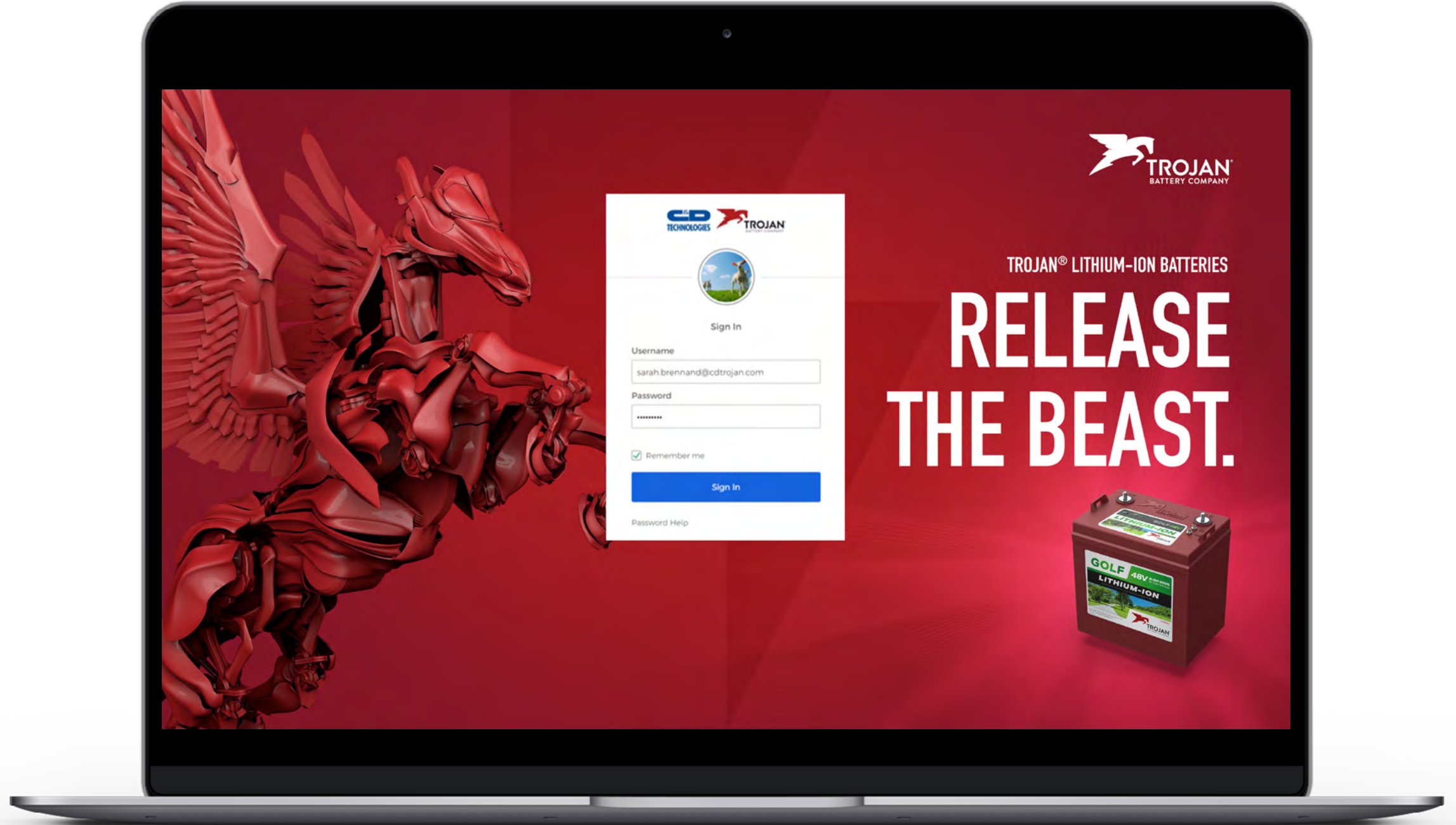


T-SHIRTS



EMPLOYEE ENGAGEMENT

DIGITAL WALLPAPERS



CAMPAIGN RESULTS (FIRST 6 MONTHS)

**72,000**

**Website Page Views**

**46,455**

**Dealer Locator Views**

**354,700**

**YouTube Video Views**

**71,000,000**

**PR Readership**

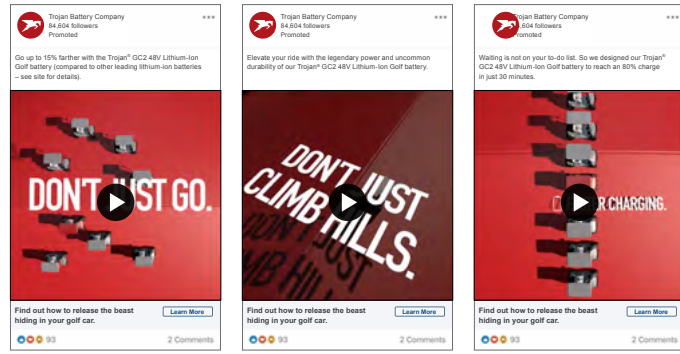
**430,000/94**

**Print Ad Distribution/Clicks**

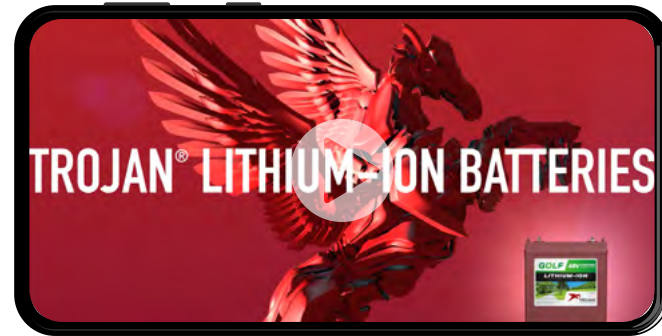
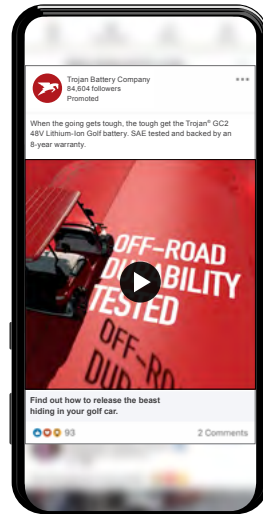
**77,430,000**

**Campaign Impressions**





SOCIAL MEDIA



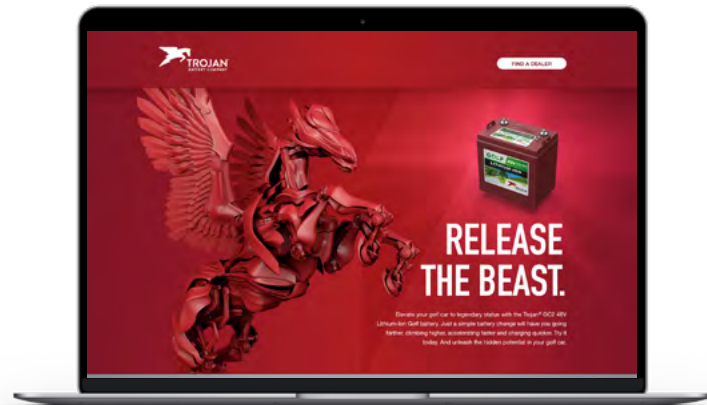
VIDEO, DIGITAL MEDIA



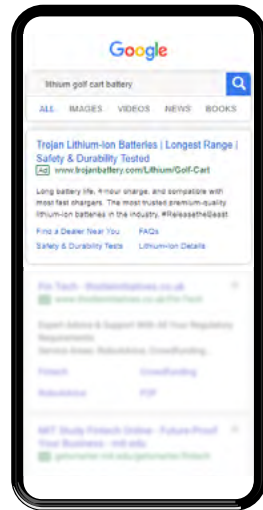
EMAILS AND NURTURE



PRINT ADVERTISING



WEBSITE



PAID SEARCH

# TROJAN® LITHIUM-ION BATTERIES RELEASE THE BEAST.



EMPLOYEE ENGAGEMENT



TRADESHOWS



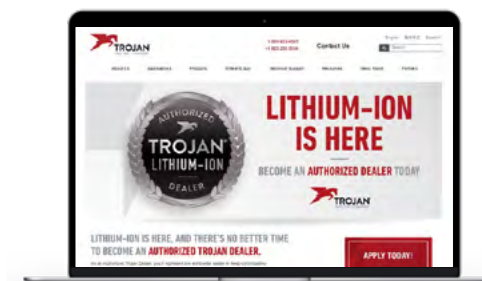
DIGITAL ADVERTISING



NEW DEALER WELCOME KITS



DEALER LANDING PAGE



DEALER RECRUITMENT MATERIALS