

Johnson Controls Launches VARTA® Powersports Batteries in North America



**Premium AGM Battery Line Brings Increased Performance, Convenience and Safety with Respected Brand Backed By More Than 100 Years of Innovation**

**MILWAUKEE – October 3, 2013** – Johnson Controls, the leading global manufacturer of lead-acid batteries, is launching its premium VARTA® AGM powersports battery line in North America this October. The powerful line-up of powersports batteries are made for active enthusiasts who expect the highest level of performance and durability. VARTA powersports batteries will offer 16 different group sizes covering more than 90% of powersports applications including; motorcycles, ATVs, snowmobiles, UTVs, scooters and personal watercraft.

“Our VARTA batteries feature an advanced Absorbent Glass Mat (AGM) technology that has been proven for many years in the European market,” states Michael Carr, vice president and general manager, Aftermarket, U.S. & Canada, “Johnson Controls is the world leader of AGM technology for vehicles.”

All VARTA powersports batteries will be fully charged just prior to shipping. This “freshly charged” approach will offer distributors, dealers and end users the same ready-to-install convenience North America has experienced with automotive batteries for many years.

Additional information can be found on the all-new VARTA powersports website, [VARTApowersports.com](http://VARTApowersports.com), which features brand and technical material and an interactive ‘battery finder’ for users to identify which VARTA powersports battery best fits the make, model and engine size of their unique powersports vehicle. Enthusiasts will also have direct access to purchase the new line of products directly through the site and have their order conveniently shipped for free via standard shipping to any location in the U.S. and Canada.

VARTA AGM powersports batteries, with AGM technology, are engineered to provide longer life and improve the performance of the battery. VARTA AGM batteries last longer in demanding applications, are maintenance-free, nonspillable and can be installed at any angle. Each VARTA powersports battery features an established grid design for improved durability, has a rugged case construction, can withstand repeated charging and discharging, and is high performing in a wide range of temperature conditions.

VARTA powersports is making its official North American debut as title sponsor of Mike Cook’s Bonneville Shoot Out event taking place October 10 - 14, 2013 and co-sponsoring the world’s fastest motorcycle, the Top 1 Oil ‘Ack Attack’ streamliner. “We’re thrilled to support this exciting VARTA powersports batteries U.S. launch,” states Mike Akatiff, Top 1 Oil ‘Ack Attack’ owner and builder. “VARTA powersports is a well-respected European brand that has the quality and reliability we need out there in the intense heat and vibration-prone conditions on the Bonneville Salt Flats.”

Powersports enthusiasts, media and industry representatives will enjoy an interactive VARTA powersports display experience featuring the complete line-up of VARTA AGM powersports batteries in booth #737 at the American International Motorcycle (AIM) Expo in Orlando, FL on October 16-20,

2013. VARTA powersports will also have a presence at the Automotive Aftermarket Product Expo (AAPEX) in Las Vegas, NV, November 5-7, 2013. Visit [VARTAPowersports.com](http://VARTAPowersports.com) to learn more.

**About VARTA® powersports batteries:**

The VARTA® brand is backed by more than 100 years of innovation and has remained at the forefront of advanced battery technology, delivering world-class products to provide power to a wide range of automotive and powersports applications. VARTA® powersports batteries feature advanced Absorbent Glass Mat (AGM) technology that is engineered to extend the life and improve performance of the battery. The VARTA® powersports brand is distributed by Johnson Controls Power Solutions, the leading global manufacturer of lead acid and advanced batteries for conventional, Start-Stop, hybrid and electric vehicles.

**About Johnson Controls:**

Johnson Controls is a global diversified technology and industrial leader serving customers in more than 150 countries. Our 168,000 employees create quality products, services and solutions to optimize energy and operational efficiencies of buildings; lead-acid automotive batteries and advanced batteries for hybrid and electric vehicles; and interior systems for automobiles. Our commitment to sustainability dates back to our roots in 1885, with the invention of the first electric room thermostat. Through our growth strategies and by increasing market share we are committed to delivering value to shareholders and making our customers successful. In 2013, Corporate Responsibility Magazine recognized Johnson Controls as the #14 company in its annual “100 Best Corporate Citizens” list. For additional information, please visit <http://www.johnsoncontrols.com>.

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