



The most complete line of premium quality marine batteries in the industry



FLOODED • AGM • GEL

MARINE MASTER.

Marine Master batteries are renowned for their proven dependability and solid performance. This flooded battery line offers a complete array of starting, dual purpose, and deep cycle solutions for virtually any marine need. Even under challenging marine conditions like wave pounding vibration, stubborn engine starting, heavy house power, auxiliary, and trolling, Marine Master batteries rise to the top in user-friendly, marine-tough service, and extended reliability.

INTIMIDATOR.

Intimidator AGM marine batteries go above and beyond conventional flooded designs providing an enhanced durability that powers more accessories longer. This premium spillproof, maintenance-free battery has pioneered a new era in user-convenience and safety while delivering the optimum combination of starting, cycling, and deep cycle power.

DOMINATOR.

Dominator Gel marine batteries take deep cycle service to even deeper levels. An innovative gelled electrolyte technology protects the battery from ultra-deep discharges providing the trolling and heavy house power to handle even the most serious boating and fishing needs.

It's not always blue
skies and flat water.

Be ready.

MARINE MASTER®

STARTING • DEEP CYCLE/STARTING • HEAVY-DUTY DEEP CYCLE

High Marine Cranking Power STARTING POWER

- High cranking power for quick engine starts
- Flush cover, easy-to-install
- Extra reserve capacity for emergencies
- Maintenance-free design



Boats get out in the water faster with the Marine Master quick cranking, high-powered line of starting batteries. Built with a durable maintenance-free design, these high amp batteries are made to maximize boating convenience with quality and power. Special design features ensure that this no-hassle premium performance continues start after start.

The Best of Both Worlds DEEP CYCLE/STARTING

- High starting and deep cycle capability
- Longer cycling than starting battery
- Extra reserve power for accessory loads
- Rugged vibration resistant construction



In many instances, one type of power just isn't enough to meet the multiple demands of typical marine needs. Marine Master dual purpose batteries are the ideal compromise between high starting and moderate deep cycle service. Delivering more power-per-pound with reinforced components, they provide longer cycling service than starting batteries, which means more accessory power longer.

A Deeper Look Into True Deep Cycle Service HEAVY-DUTY DEEP CYCLE

- More power for trolling and electronic accessories
- Built-in protection against deep discharge damage
- Rugged vibration resistant construction
- Reliable power for modest starting



Extended trolling and many accessory loads (such as depth finders, live wells, fish finders, stereos, and lights) are demanding power drains that can provide a great deal of wear and tear on a marine battery. Marine Master has a dependable line of true deep cycle batteries that have been especially made to withstand these demanding types of marine use. Instead of just focusing on one aspect of the battery's design to enhance deep cycle performance, these batteries incorporate multiple features that make it one tough unit. Marine Master deep cycle batteries also have starting power. If the battery's cold cranking ratings match the engine starting requirements, you can get dependable starting in addition to deep cycle performance.



Starting battery flush cover designs are maintenance-free allowing easy installation, replacement, and cleaning.



Heavier grid and reinforced, high-density plate design withstands the demands of continual cycle service to provide more accessory power longer.



Heaviest grid and reinforced, highest-density plate design withstands the demands of continual deep cycle service to provide more accessory power longer.

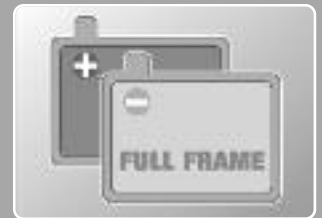


Heavy-duty deep cycle batteries also have special fiberglass mats to improve deep cycling and long-life performance.



MARINE MASTER

Designed for Dependability



EXCLUSIVE MOLDED-IN DUAL TERMINALS provide an easy connection with post or corrosion resistant stainless steel stud.

OPTIMIZED FULL-FRAME PLATES better withstand severe service demands and provide maximum current transfer.

EXTENDED LIFE SYSTEMS include special separators to prevent life-robbing electrical shorts and protect power producing components.

FORTIFIED CURRENT CARRYING COMPONENTS resist vibration and maximize performance throughout the battery's life.

INTIMIDATOR® AGM Series for **MARINE STARTING / HEAVY-DUTY DEEP CYCLE**

- Over 2x the cycle life* maximizes accessory and trolling power
- 20x more vibration resistant* for wave-pounding protection
- Best all-purpose service provides starting, cycling, and deep cycle capability
- Safer install and transport with no-spill design to prevent leaking acid
- High freeze-resistance provides better all weather performance
- Better capacity protection during periods of infrequent use

**above and beyond conventional designs*



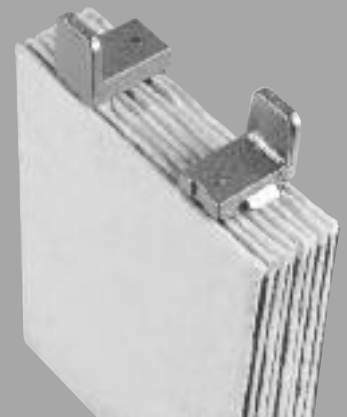
INTIMIDATOR
AGM Enhanced
Electrolyte
Suspension System

Ordinary marine batteries can be extremely intimidated by the power demands of today's boats. That's why more boat owners need the premium AGM power of the Intimidator line of batteries.

From starting performance to a boatload of trolling and accessory power, Intimidator batteries won't have any trouble in meeting marine needs. A premium spillproof design brings essential convenience and safety to the boating enthusiast.

Intimidator Starting and Cycling Service batteries deliver high starting and moderate deep cycle power. Ideal for boaters that want high cranking power and still enjoy dependable power for more electronic accessories.

Intimidator Heavy-Duty Deep Cycle batteries have more fish-finding trolling and accessory power. Ideal for heavy deep cycle demands with moderate starting power. Provides advanced protection against the typical deep discharge of extended trolling use.



ABSORBED GLASS MAT TECHNOLOGY

SHOCK-ABSORBING SEPARATORS resist vibration and damage.

ENHANCED DURABILITY DESIGNS withstand wear of extended cycling service.

SUPERIOR ELECTROLYTE RETENTION prevents dry out and acid leaks.

LOWER CURRENT RESISTANT SEPARATORS improve current flow for faster starts.



DOMINATOR® GEL Series for MARINE EXTREME DEEP CYCLE/STARTING

- Longest deep cycle life
- Ultimate trolling and accessory power performance
- Superior protection against vibration and deep cycle damage
- Better capacity protection during periods of infrequent use
- Safer install and transport with no-spill design to prevent leaking acid
- Dependable starting performance



Dominator's unique gelled electrolyte technology offers some of the deepest cycling batteries in the marine industry. Our Gel design is built to withstand the heavy multiple charging and recharging service demanded by heavy house power or extended trolling needs.

These evolutionary maintenance-free batteries deliver dependable performance cycle after cycle while providing longer battery life, even under the toughest marine conditions. Their spillproof design and minimized gassing makes them safe to use on or around sensitive electronic equipment.

Dominator batteries also have starting power. If the battery's cold cranking ratings match the engine starting requirements, you can get dependable starting in addition to premium deep cycle performance.



DOMINATOR
*Extreme
Performance Gel*



INNOVATIVE GEL TECHNOLOGY

THICK, SHOCK-ABSORBING GEL AND HIGH DENSITY PLATES provide superior resistance to vibration and damage.

GELLED ELECTROLYTE CONSISTENCY prevents ultra-deep discharge damage from a uniform acid gravity.

SOLID GEL STATE won't leak or spill like liquid electrolyte.

REINFORCED FIBERGLASS MAT AND EXCLUSIVE TANK-FORMED PLATES prevent shorts and enhance electrical performance.





DEKA MARINE BATTERY ACCESSORIES

To maximize your electrical efficiency...Deka delivers

High quality battery accessory and wire products are a critical part of your boat's electrical system performance.

Complete the rig out with premium items like:

- A variety of 100% copper battery cables
- Special battery terminals and connections
- Hold-down and battery boxes
- Battery cleaning and protection products

Premium wire products:

- **UL Listed 1426 Tinned Wire & Cable** – Tinned copper strands increase protection against corrosion
- **Bonded Parallel Wire** – 100% copper stranded core is high conductive maximizing current transfer and flexibility
 - Single and multiple conductor in a variety of gauges and colors
 - PVC insulation resistant to water, grease, oil, gasoline, and other damaging solvents
 - Color-coded for easy circuit identification





CENTRAL SERVICES

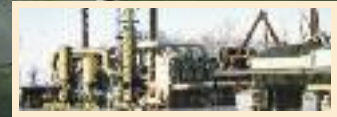


KELLER TECHNICAL CENTER



AUTOMOTIVE BATTERY PLANT A-3

QUALITY SYSTEM
CERTIFIED
ISO 9001
ISO/TS 16949
ENVIRONMENTAL
SYSTEM CERTIFIED
ISO 14001



SMELTER AND REFINERY



DISTRIBUTION CENTER



SPECIALTY BATTERY PLANT S-1



AUTOMOTIVE BATTERY PLANT A-4



CABLE AND WIRE PLANT



INDUSTRIAL BATTERY PLANT



INJECTION MOLDING /
FLEET MAINTENANCE



CORYDON, IOWA
BATTERY PLANT A-5



OXIDE / RAIL SIDING

World's Largest and Most Modern Single-Site Battery Manufacturing Facility

Since 1946, East Penn has been producing high quality batteries and battery accessories for the automotive, commercial, marine, industrial, stationary, and specialty markets.

Facilities at its 520-acre manufacturing complex at Lyon Station, PA include four automotive battery plants, an industrial battery plant, a specialty battery plant, a state-of-the-art oxide facility, an innovative recycling infrastructure, and dozens of vertically integrated capabilities and other support facilities. An additional manufacturing facility in Corydon, IA helps accommodate widespread growth. East Penn owns and operates a wire, cable, and battery accessory plant and a multiple facility distribution center just miles away from its Lyon Station complex.

New high-tech facilities and computer monitoring and control systems have made the company an industry leader in advanced battery manufacturing.

East Penn's quality manufacturing is recognized worldwide and has met the global requirements of ISO 9001 and ISO/TS 16949 certification standards. East Penn is also a leader in innovative recycling and has met global environmental requirements of ISO 14001 certification standards.

Staffed with a long-term management team, East Penn is an independent company committed to the future and dedicated to producing high-class products and service to assure complete satisfaction, above and beyond the industry standard, to our partners and customers worldwide.



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