

A proven performer in key aspects of battery use

• CYCLING PERFORMANCE

Battery Need:

Increased accessory power demands

Technological Benefit:

Duracell AGM has 2x longer cycle life*

Real World Benefit:

AGM batteries deliver more dependable power for the increasing amount of electronic devices in today's vehicles



• SEVERE SERVICE DURABILITY

Battery Need:

Demanding severe service conditions

Technological Benefit:

Duracell AGM has almost TWICE the endurance in severe service applications*

Real World Benefit:

AGM Batteries last longer under today's severe service conditions like stop and start driving



• DEEP DISCHARGE RESILIENCY

Battery Need:

Infrequent use, parasitic loads, or accidental power drains

Technological Benefit:

Duracell AGM is 70% more resilient to battery failure from severe deep discharge*

Real World Benefit:

AGM technology helps protect the battery longer against accidental power drains, infrequent use, or other parasitic loads



• VIBRATION RESISTANCE

Battery Need:

A more robust design to withstand vibration

Technological Benefit:

Duracell AGM is 20x more resistant to vibration*

Real World Benefit:

AGM batteries resist vibration damage so they perform better and last longer



* than conventional designs

DURACELL®

