

Duracell® AGM

How Three Letters Make A Big Difference In Battery Performance

What is AGM?

AGM stands for Absorbed Glass Mat

What is an Absorbed Glass Mat?

A highly absorbent, micro-porous mat made of special glass fibers.

How is it used?

The specially designed mats are an essential component in the battery's electrolyte suspension system. All of the electrolyte is absorbed into this precision-crafted material enabling a leakproof and spillproof design.

What else do these special mats do?

Glass mats further protect the battery's power-producing internal components. Not just from wave pounding abuse or vibration damage, but also from the rigorous wear of deep discharge and extended cycling service.



AGM DuraMAT™ Components

- Twice the cycle life of traditional batteries
- Up to 20x more vibration protection than conventional batteries
- Special glass mats absorb more electrolyte
- Faster recharging and more power for electronics
- Safer, spillproof design



DURACELL®



AGM Over Conventional Batteries

Why Is Duracell AGM better than conventional batteries?

Batteries with AGM technology, like the Duracell AGM, are equipped to handle the evolving demands of today's vehicles:

- Optimized power for lightning-fast starts
- Enhanced durability for premium performance and longer service life

Conventional batteries can be extremely overwhelmed by the demands of today's vehicles – falling short of delivering critical dependability and performance even with a higher CCA rating.

What does Duracell AGM deliver?

AGM power that not only starts the engine under ideal conditions, but also starts it under less than ideal conditions like:

- Heavy power drains from electronics
- Stop and start traffic conditions
- Infrequent vehicle use

Optimized power is not always reflected by high CCA ratings. Today's vehicles don't require the same amount of cranking power as in the past. Fuel injection, computerized starting controls, and other enhancements allow vehicles to start quickly without the need for extended engine cranking. **Duracell AGM** batteries deliver fast-starting, more efficient power:

- Premium glass mat separators in the AGM design enable a faster power flow throughout the battery above and beyond the separators in conventional batteries
- Optimizes battery's power delivery to quickly start the engine

What makes the Duracell AGM a PREMIUM product?

- Best choice for the needs of today's driver and the performance required by their vehicle
- Built with enhanced durability as well as cranking power
- Delivers more power for the increasing demands of electronic devices
- Optimized starting power and longer cycle life over conventional batteries

Driving AGM Power Solutions