



News Release



DATE: January 20, 2011	FOR FURTHER INFORMATION CONTACT: Ms. Donna Snyder
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DURACELL is the Official Automotive Battery Sponsor of the Super Chevy Show

Duracell Automotive batteries will be featured at all 2011 Super Chevy Show events

With over 25 years on tour, the Super Chevy Show is kicking this year's series into high gear with some high-powered sponsors.

Among them is a new offering of Duracell automotive brand batteries designed for the auto enthusiast who places high value in superior dependability and high-powered performance.

Duracell offers two automotive batteries to suit different needs of the informed driver – Duracell EHP advanced generation batteries and Duracell AGM with extreme power.

Duracell EHP batteries are designed to safeguard against damaging temperatures that can decrease battery life to give the driver confidence to start their vehicle in warm or cold conditions. This extra reinforcement also better withstands the severe service demands of Drag and Autocross racing.

Duracell AGM batteries feature Absorbed Glass Mat Technology (AGM) to deliver 2x the durability, dependability, and long lasting performance to withstand multiple accessory power demands found in today's gadget-loaded vehicles. With this technology, the battery has no free-flowing acid – special DuraMAT™ separators absorb the acid to prevent spilling or leakage – making the battery even suitable for extreme applications like race cars, tuner cars, and off-road vehicles.

For more information on Duracell automotive and other vehicle batteries, visit www.driveduracell.com.

East Penn Manufacturing Co., Lyon Station, PA, is the manufacturer of Duracell high quality lead-acid batteries. The company is a leading manufacturer of batteries and accessories for the automotive, telecommunications, UPS, commercial, marine, and motive power markets. The company's quality and environmental systems for its entire 520-acre complex have been certified to ISO 9001:2008, ISO/TS 16949:2009, and ISO 14001:2004 requirements.



DriveDuracell.com is chosen to be the name of a bracket racing class at all 2011 Super Chevy Show events.

