



MARKETING TOOLBOX

Empower BS BATTERY brand and products in your local market thanks to 



- **WHAT IS  B2B PORTAL ?**

It's an online content marketing platform which centralize all our assets to empower BS BATTERY brand and products in your local market.

- **HOW DO I GET ACCESS TO  B2B PORTAL ?**

On <https://bs-battery.com/b2b-portal/> with your password.

- **WHO GET ACCESS TO  B2B PORTAL ?**

It's a private area only available for BS Battery Official Distributors (marketing / sales team). **Please never share your access information to external members.**

- **WHAT TYPE OF CONTENTS ARE DOWNLOADABLE ON  B2B PORTAL ?**

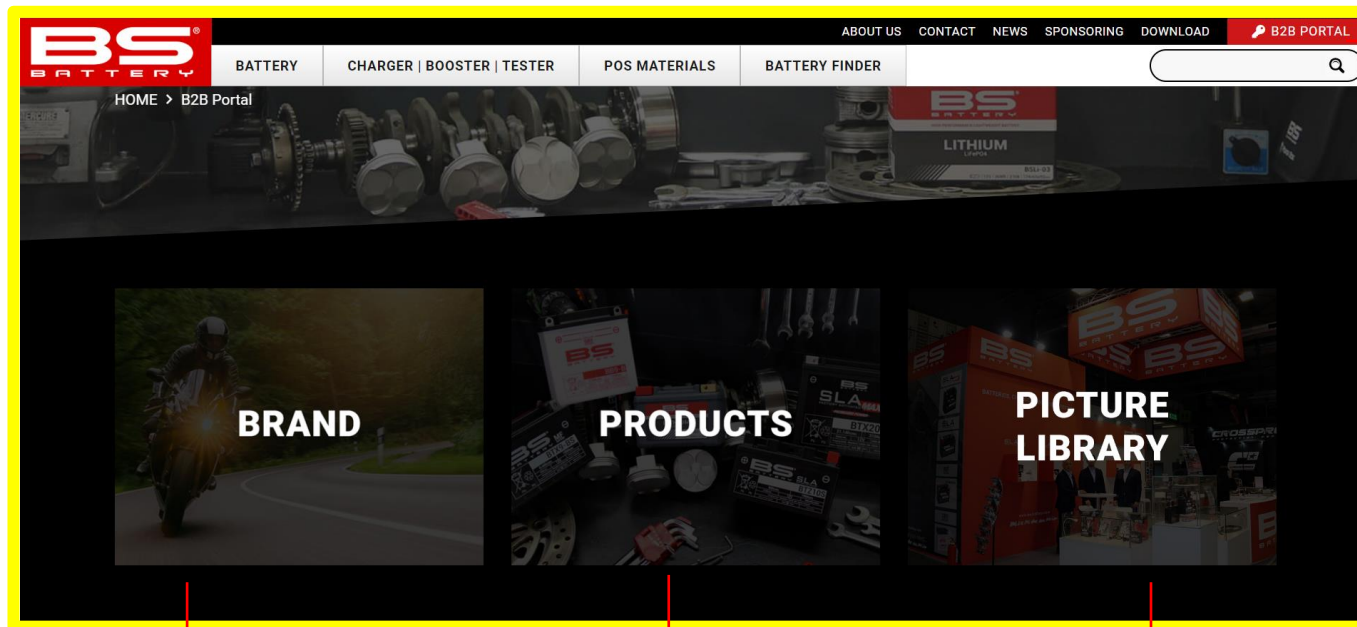
Online, Offline assets like Catalogues, Leaflets, Posters, Designs for booth, Social Media Campaigns, Press Release, Photos/Videos... PDF, PNG, JPEG, MP4, design files...

All our Master files are available in English to facilitate your local adaptation.

- **WHAT IS THE MARKETING TOOLBOX?**

One presentation sent every quarter, which sum up all the content available on the B2B Portal.

Every quarter, you will get an updated version of the Marketing Toolbox with new materials.



 **B2B PORTAL**

BRAND

All the materials to promote BS BATTERY brand in your country!

Sub-categories:

- **IDENTITY** (Logo/Guidelines)
- **PRESENTATION**
- **ADS** (online/offline)
- **PRESS** (Press release)
- **SOCIAL MEDIA** (Campaign)
- **TRADESHOW** (Booth design & Inspiration)
- **RACING** (Sponsors/Events)

PRODUCTS

All the materials to develop business, promote products & services in your country.

Sub-categories:

- **TOOLBOX**
- **PRODUCT INFORMATION** (data sheet & product info)
- **SALES TOOLS** (online/offline)
- **PRODUCT CAMPAIGN** (Press release)
- **POS DEVELOPMENT** (Campaign)
- **MERCHANDISING** (Booth design & Inspiration)
- **BS BATTERY ACADEMY** (Sponsors/Events)

PICTURE LIBRARY

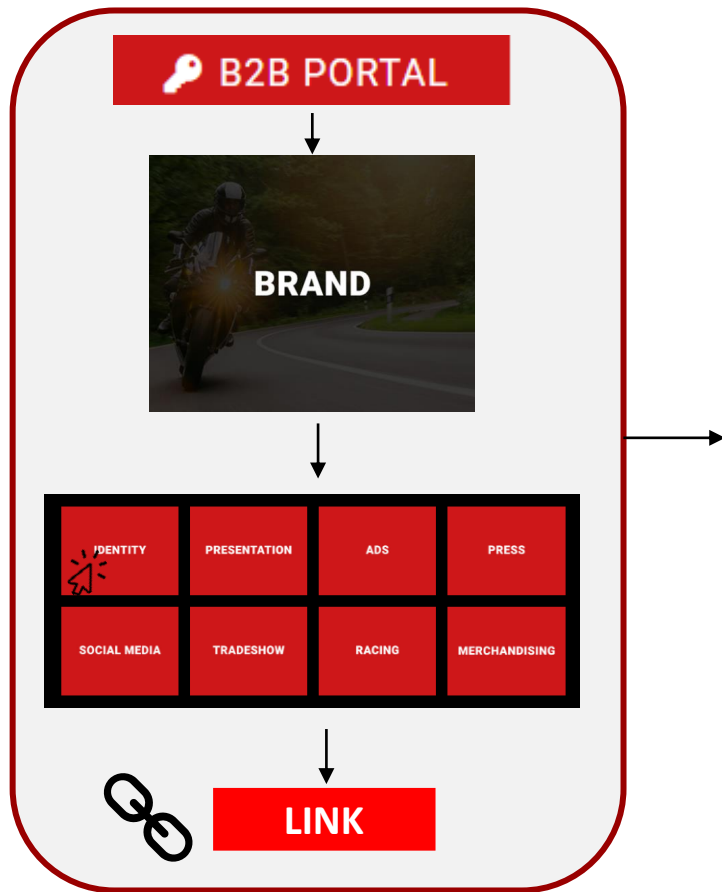
All our MEDIAs including pictures & videos filtered by:

Sub-categories:

- **PRODUCTS** (packshots / product placement)
- **MERCHANDISING** (packshots / product placement)
- **RACING** (races / pilots / VIP Client expériences)
- **MOTORCYCLE BRANDS** (Yamaha / CFMoto...)
- **CORPORATE** (Tradeshow, Trainings, Internal event)



Go on next slides to discover all the content available on
B2B PORTAL > « **BRAND** »

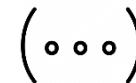
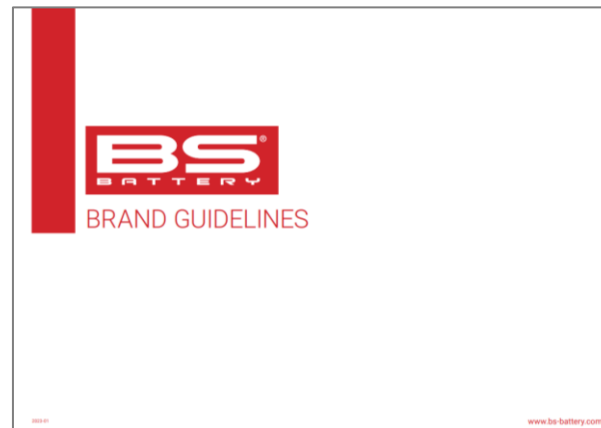


BRAND GUIDELINES



BS BATTERY BRAND GUIDELINES

- English version
- PDF files
- Including Guidelines for Video production



IMPORTANT NOTE :

For all your communication/production : please refer to BS BATTERY brand guidelines and send your draft to BS BATTERY team for approval before production.

LOGOS & FONTS

BRAND LOGOS

- PNG & files source
- With or Without french flag



For all usages : refer to brand guidelines

BRAND SIGNATURE

- PNG & files source

The Power you need...

For all usages : refer to brand guidelines

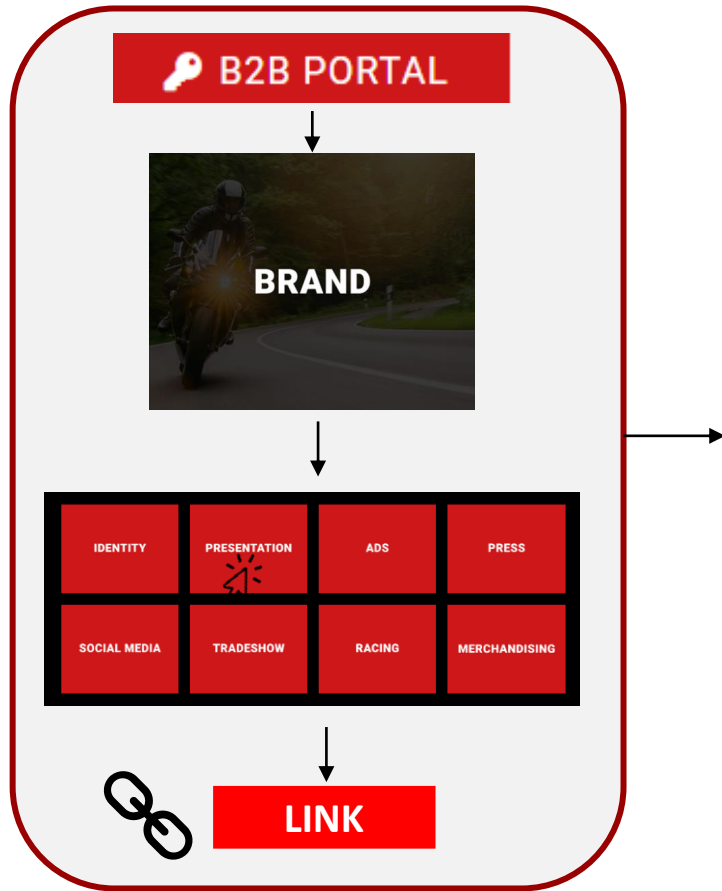
PRODUCTS LOGOS

- PNG & files source
- For all products / range

BST1000



For all usages : refer to brand guidelines



COMPANY PRESENTATION



COMPANY INTRODUCTION BROCHURE

- 6 pages
- English Text

The brochure features the BS BATTERY logo and the tagline 'The Power you need...'. It includes an 'ABOUT US' section, an 'INNOVATION' section, a 'PREMIUM QUALITY' section, and a 'RACING' section. A 'NETWORK PRESENCE' map shows global locations.

ABOUT US
BS BATTERY has become within a few years, one of the largest and most innovative powersport battery manufacturer. Present in both OC... and D... fields, BS BATTERY offers an exhaustive range of powersport battery solutions with all technologies (Lithium, Sealed Lead Acid, MF and Dry), applicable for all application fields.

With more than 400 battery types, 70 subsidiaries around the world and 2 production bases, BS BATTERY brand and products are distributed throughout 70 countries, making BS BATTERY a reliable partner of the major distribution players and vehicles manufacturers.

400 BATTERY TYPES

70 COUNTRIES

6 SUBSIDIARIES

INNOVATION
BS BATTERY offers a comprehensive line of powersport Factory Activated batteries, known under 'SLA - Sealed Lead Acid' product name. With more than 80 models available, BS BATTERY 'SLA' and 'SLA Max' range represents the widest program of ready to use batteries suitable for motorcycle, scooter, ATV, SSV, watercraft, snowmobile and utility vehicles.

Very active on new technologies, BS BATTERY also offers an exclusive line of Lithium batteries developed with and for OEM Original Equipment Manufacturer. After many years working closely with vehicle manufacturers as OES, Original Equipment Supplier, BS BATTERY has designed a real expertise in Lithium technology for powersport applications.

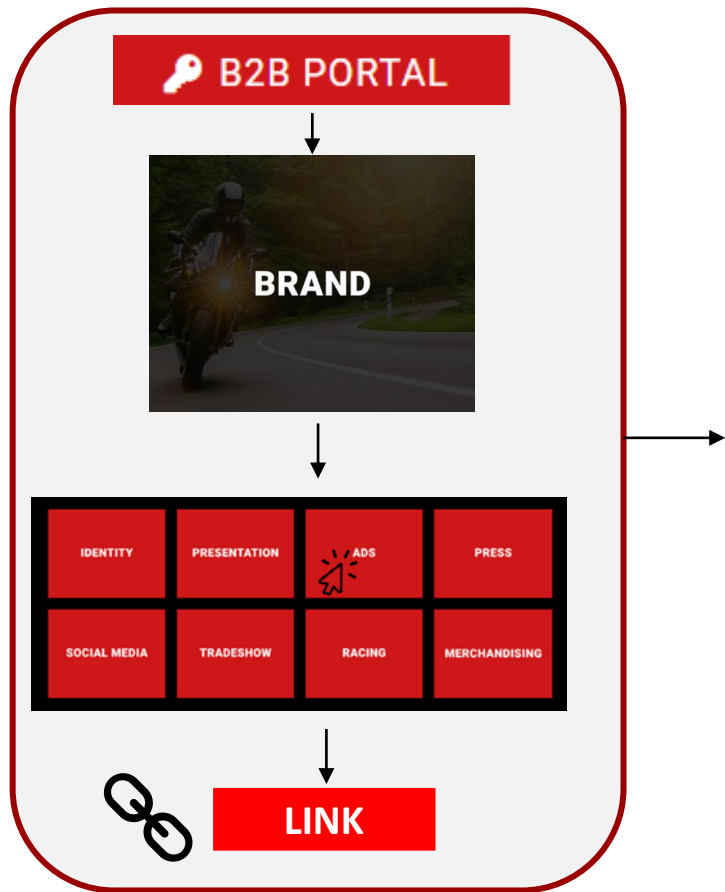
Along with such a range of high-quality Lead acid & Lithium batteries, BS BATTERY has created a dedicated line for Smart Chargers & Maintainers, Booster and others useful accessories to deliver a complete service for the riders.

PREMIUM QUALITY
Developed according to the most innovative production processes and engineered under stringent quality control, BS BATTERY facilities comply with the highest international standards, and are certified ISO 9001, ISO 14001 and ISO/TS 16949. BS BATTERY is today certified as OEM & OES supplier by major vehicle manufacturers worldwide.

RACING
Racing activities in all fields have always been a heart part of BS BATTERY DNA. BS BATTERY is constantly improving its solutions to make the rider's life easier. Thanks to strong technical racing partnerships with teams such as Fabio Quartararo (Moto GP), Yamaha GRT194 (WorldSuperbike), Kawasaki Bud Racing (MxGP), Sherco Racing (Enduro GP, Hard Trial), and many others, BS BATTERY test its products under extreme racing conditions to deliver reliable and innovative solutions for all the riders.

NETWORK PRESENCE

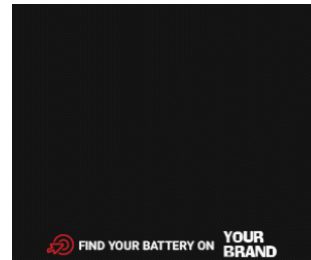
- BS BATTERY - HEADQUARTER
- BS BATTERY - NORTH AMERICA
- BS BATTERY - WAREHOUSE
- BS BATTERY - LATAM
- BS BATTERY - WAREHOUSE
- BS BATTERY - WAREHOUSE
- BS BATTERY - CHINA
- BS BATTERY - JAPAN
- BS BATTERY - PLANT
- BS BATTERY - PLANT
- BS BATTERY - VIETNAM
- BS BATTERY - PLANT



ONLINE ADS

ANIMATED BANNERS – PLUG & PLAY CAMPAIGN

- 3 formats / English Text
- Add your company logo



(...)

OFFLINE ADS

PRINTING ADS – PLUG & PLAY X FABIO CAMPAIGN

- 2 formats / English Text
- Add your company logo
- Ideal for Press, Magazine, Poster, Billboard...



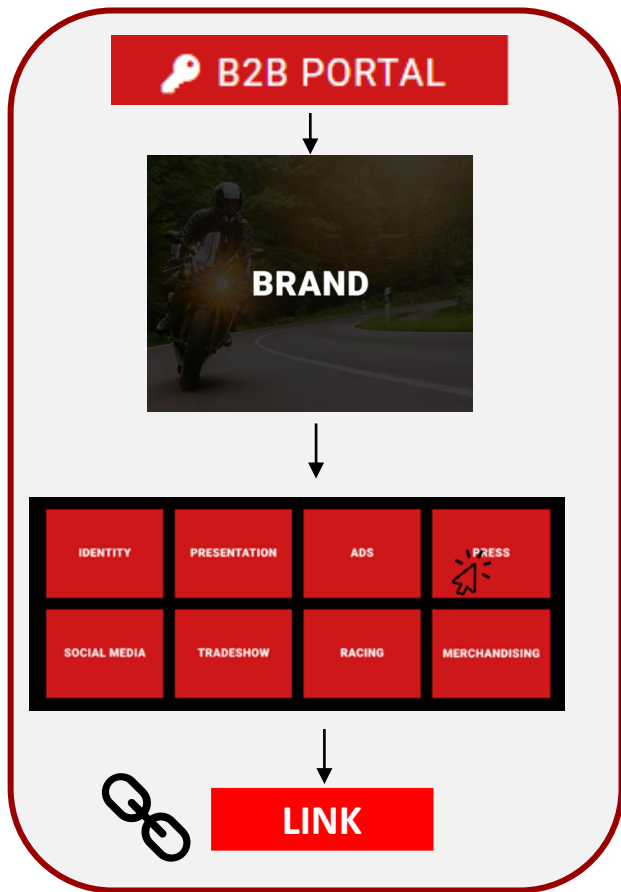
(...)

PRINTING ADS – PLUG & PLAY CAMPAIGN

- 3 formats / English Text
- Add your company logo



(...)



PRESS RELEASE PRODUCTS

Press Release to promote products

- English
- Text ready to use
- PDF & Word (for local translation)
- 7 topics available :
 - ✓ New BST1000
 - ✓ New BT03
 - ✓ BSLI02
 - ✓ Charger BK20
 - ✓ Plug & Play Solutions
 - ✓ Smart Chargers Range
 - ✓ European Acid Regulations



BST 1000 - "a complete battery testing programme"

Paris, France based BS Battery says that "Having a comprehensive analysis of the battery's lifespan is crucial for the professionals who want to provide the best services possible for their clients - crafting useful solutions for workshops is one of the priorities of BS Battery."

"The French manufacturer is a prolific new product designer which, it says, is a result of its "close collaborations with the technical engineers at the racing teams and motorcycle brands we support and supply."

"Our brand-new BST 1000 is a 12V lead acid and lithium battery tester that offers a complete testing programme: battery test, cranking test, charging test and even report printing. Our BST 1000 is a good way to check the entire health of a motorcycle (and automotive) battery in a short period of time."

"The tester doesn't only focus on the voltage, it also measures the CCA (Cold Cranking Amps) to verify how the battery is truly operating, checks the alternator and the starter too. The indications appear on a large LCD screen in English, German, Spanish, French, Dutch or Italian."

It is delivered with a clamp set, pouch protection and a USB cable that is easy to connect to the computer / save or print out the diagnosis for clients.

BS BATTERY
Paris, FRANCE
Tel: + (33) 1 83 62 45 60
sales@bs-battery.com
www.bs-battery.com

BS Battery extends its 'Smart Accessories' line with the new BT03

French battery manufacturer BS Battery continues to invest in smart testing solutions by extending its battery condition indicator line with the new BT 03. Designed for professionals and end-users, the new BT 03 allows dealers and riders to check the state of charge of 12V lead acid batteries, with three integrated LED light display diagnostic tool. Extra often, the accessory is ideal if your battery is difficult to access, hidden or if you cannot use charge because of the cyclist terminal.

"Being the life savior for workshops and end-users is one of our priorities," says Benjamin Sabban, BS Battery General Manager. "From the installation to the diagnosis, our new BT 03 battery tester performs a very quick check of a permanent vehicle's charging system."

Compatible with all of BS's smart chargers, the BT 03 also allows to charge and re-charge batteries without disconnecting the load ring. "Connect, test, charge and forget," says Benjamin.

The new solution completes the wide range of accessories developed by BS Battery - a comprehensive range that includes the BST 50, a universal advanced battery and alternator diagnostic test for batteries in the 7L to 20L range that delivers results within one second, and the BT02, a dual-purpose, simultaneous battery and alternator condition tester.

"Compatible with all lead acid batteries, our testers are ideal during the winter season - or any period when the battery is not being used or charged frequently. They are the quick, efficient and convenient solution for checking battery status at any time," added Benjamin.

BS BATTERY SAS
Paris, FRANCE
Tel: + (33) 1 83 62 45 60
sales@bs-battery.com
www.bs-battery.com

BATTERY COMPATIBILITY

Lead Acid

SLA GEL AGM MF DRY Ca/Ca

PRESS RELEASE CORPORATE

Press Release about BS Battery Company

- English
- Text ready to use
- PDF & Word (for local translation)
- 1 topic available :
 - ✓ BS Battery in USA

BS Battery - "the power you need" now available in USA

French battery specialist BS Battery has taken its business relationship with Lifam Corporation to another level. Having distributed through Parts Europe (Wormsheim/Thun, Germany) for the past few years, the Paris based manufacturer has announced that it is now to be distributed by Ding Specialties and Parts Unlimited in the United States.

Present in both OEM and aftermarket sales, founder and General Manager Benjamin Sabban told IDN: "We offer an extensive range of battery solutions with all the technologies available - lithium batteries, AGM sealed lead acid batteries, AGM maintenance-free batteries for all powerports applications - motorcycle, Yacht, SUV, ATV, snowmobile and motorboat."

The company has even designed a dedicated line for big engines - called "SLA MAX" - with reinforced cases and grid structures to reduce vibrations and provide riding comfort, specific terminals to facilitate mounting without using spacer rings

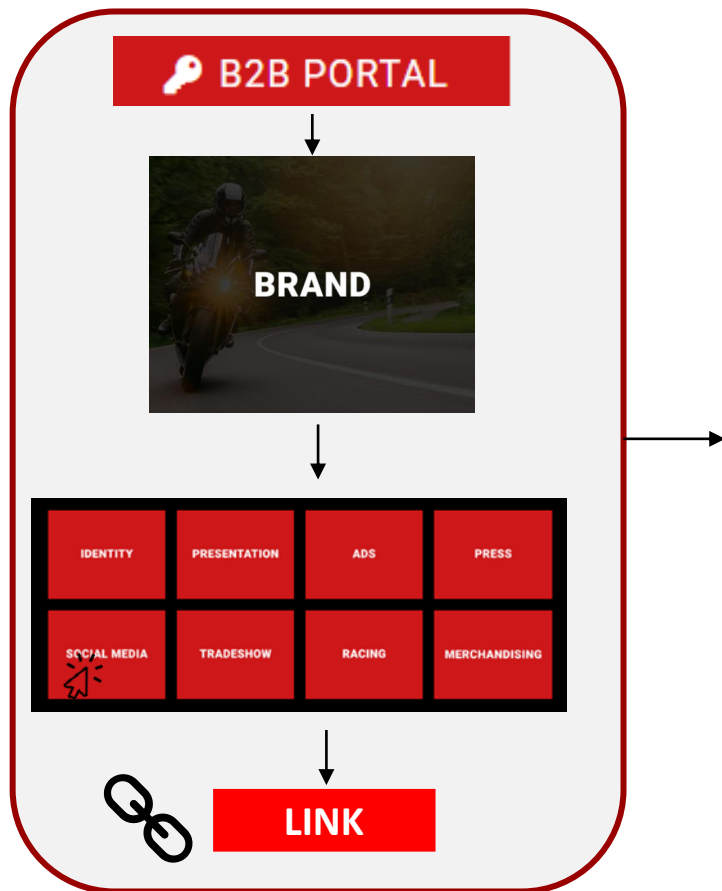
and an advanced construction design to increase the capacity and enhance starting power.

Focused on innovation, the manufacturer also offers lithium batteries with robust terminals, lighter weight (up to 70% lighter than lead acid batteries) and equipped with a voltage indicator to check the state of charge at any time.

"Thanks to our strong technical racing partnerships with leading racers and teams such as Fabio Quartararo (MotoGP World Champion), Yamaha GRTM (World Superbike), Kawasaki Bud Racing (MotoGP), Sherco Racing (Enduro GP, Hard Trial) and others, BS Battery tests its products under extreme racing conditions to increase more in lithium technology."

www.bs-battery.com

Founder and General Manager Benjamin Sabban told IDN: "We offer an extensive range of battery solutions with all the technologies available."



IMPORTANT NOTE:

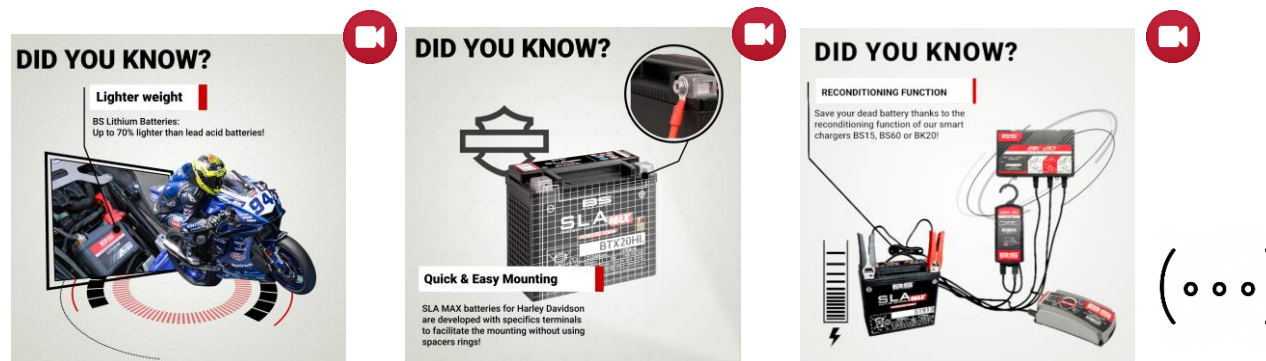
Any needs, please contact your BS BATTERY Team!

CAMPAIGNS



Animated Content - « DID YOU KNOW? »

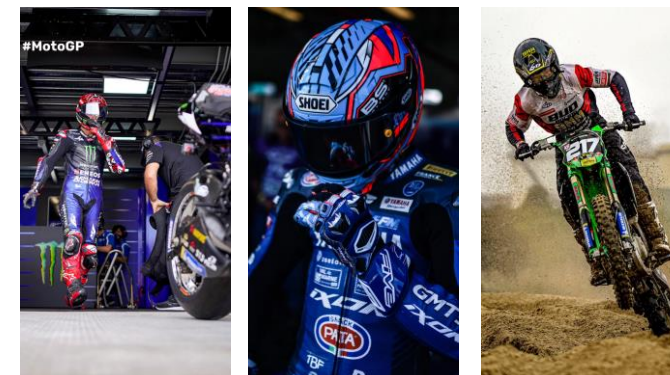
- Objective : Educate & promote products benefits
- Short video : 7-8sec
- Format : .MP4
- English Text
- 12 videos available: 3 for LITHIUM / 3 for CHARGERS / 3 for SLA MAX / 3 for SLA

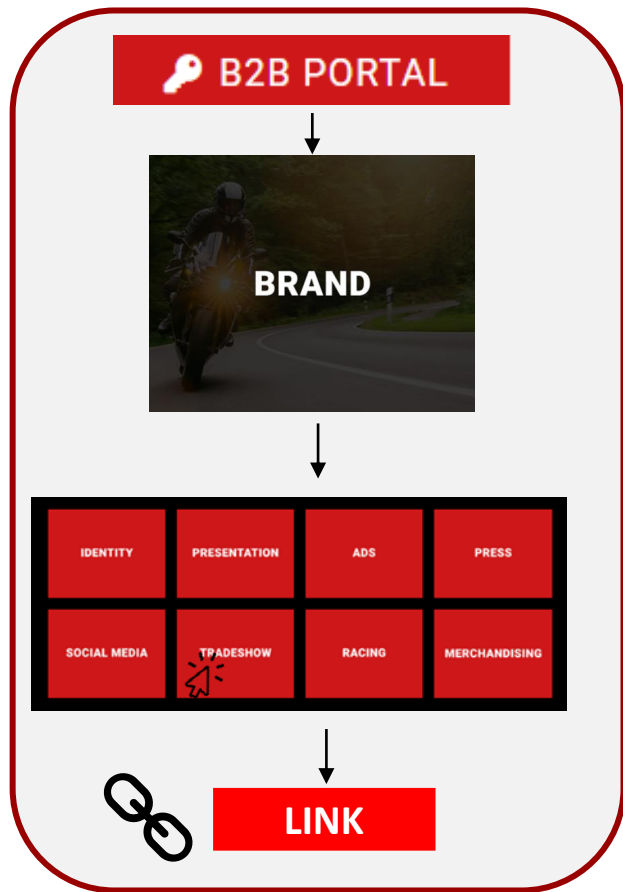


RACING

VIDEO content – Racing Stories

- Short video : 5sec
- English Text
- .MP4
- Story format to promote Racing Events, Pilots & News





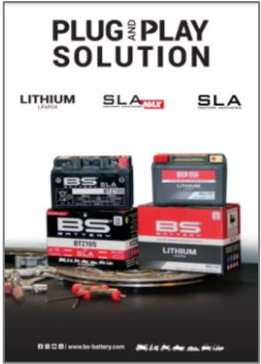
BOOTH DESIGNS



DESIGNS FOR WALL

Build your booth easily with our ready to use/adapt designs for wall!

- 5 designs available (Plug & Play or Racing DNA)
- PDF & sources files included



IMPORTANT NOTE:

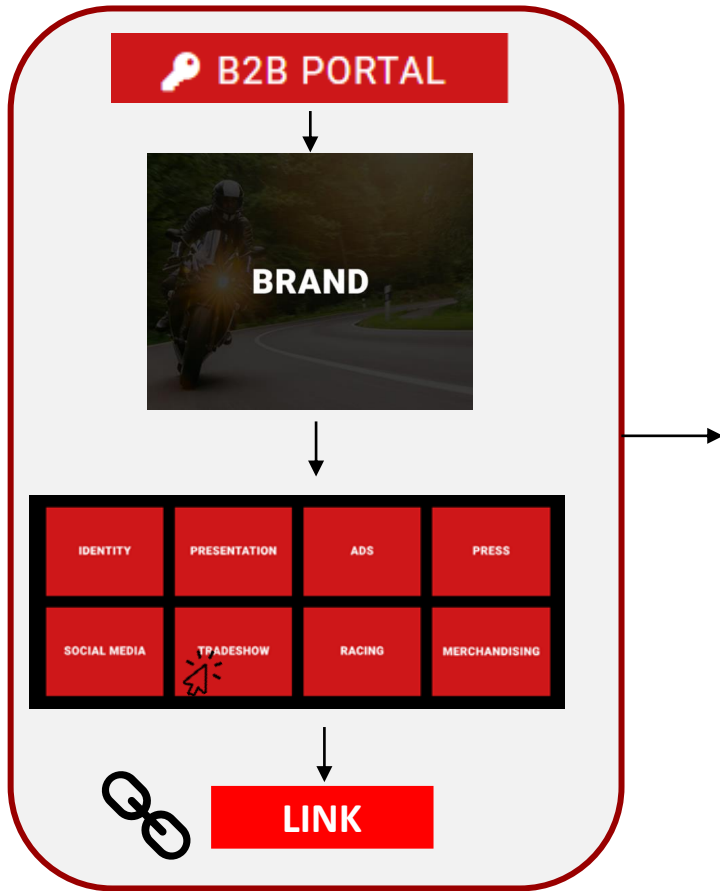
Please share your Booth to BS BATTERY Team for approval before production.

BOOTH DESIGNS

DESIGNS FOR DISPLAYS

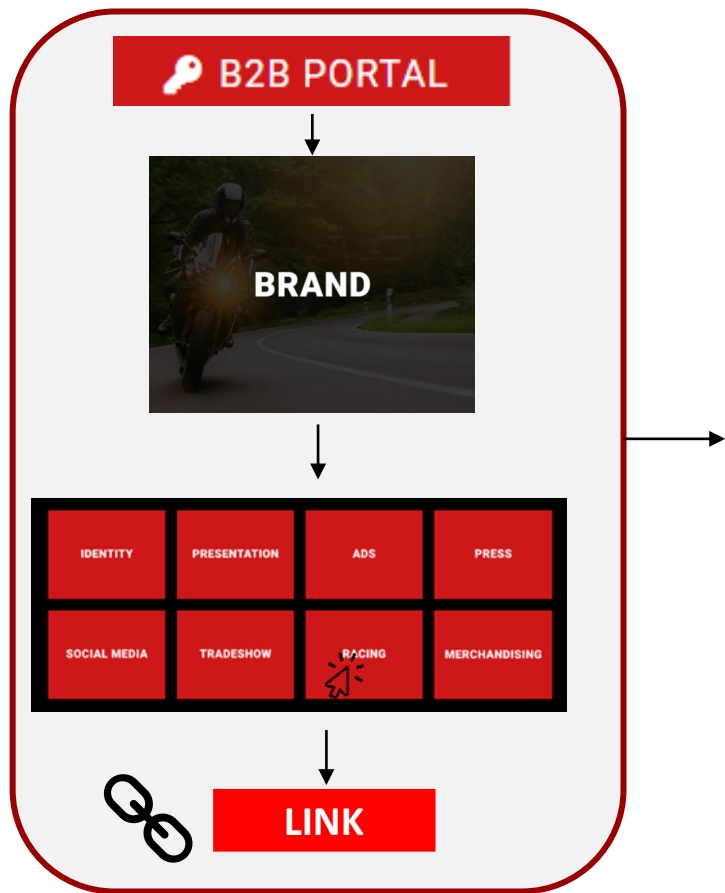
Build your booth easily with our ready to use/adapt designs for Product displays!

- 11 options Lithium / SLA / SLA MAX / MF / DRY / Chargers / Booster / Testers
- English text



IMPORTANT NOTE:

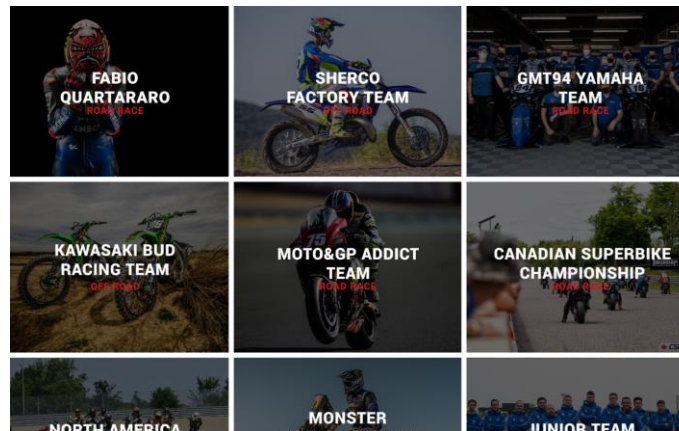
Please share your Booth to BS BATTERY Team for approval before production.



SPONSORS

COMPLETE LIST OF BS BATTERY SPONSORS

Events, Pilots, Teams...



RACING NEWS

Get all the news from our racing partners here!

Events, Pilots, Teams...

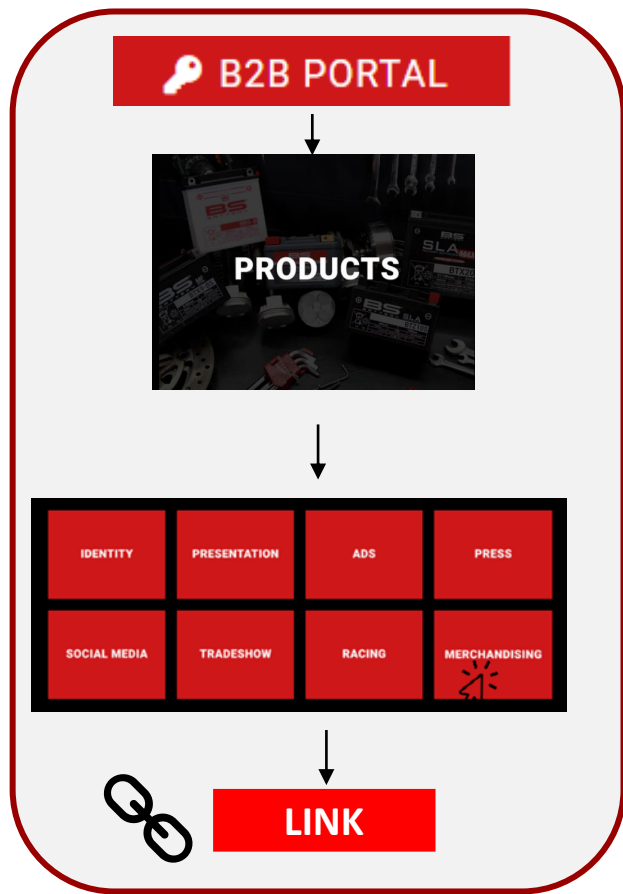


CLIENTS EXPERIENCES

Pictures from last VIP RACING EXPERIENCES



NOTE :
IF YOU ARE INTERESTED BY A RACING EVENT WITH BS BATTERY, PLEASE CONTACT BS BATTERY TEAM.

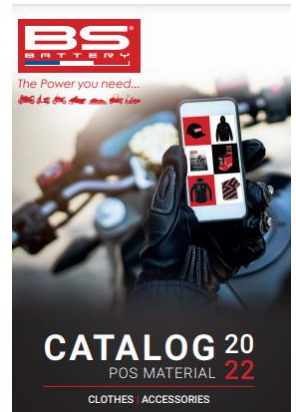


CATALOGUE

MERCHANDISING COLLECTION

Discover our collection for accessories, point of sales materials and clothes.

- English Text
- PDF file
- 2022 version



ORDER TEMPLATE

- MERCHANTISING MATERIAL -			
BS ITEM	DESCRIPTION	QUANTITY	UNIT PRICE
01	BS BATTERY DISPLAY	1	45,000
02	BS BATTERY DISPLAY	1	45,000
03	BS BATTERY DISPLAY	1	45,000
04	BS BATTERY DISPLAY	1	45,000
05	BS BATTERY DISPLAY	1	45,000
06	BS BATTERY DISPLAY	1	45,000
07	BS BATTERY DISPLAY	1	45,000
08	BS BATTERY DISPLAY	1	45,000
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97	BS BATTERY DISPLAY	1	45,000
98	BS BATTERY DISPLAY	1	45,000
99	BS BATTERY DISPLAY	1	45,000
100	BS BATTERY DISPLAY	1	45,000

TEMPLATE FOR ORDER (Excel)
Order our merchandising items directly with this form.

- English Text
- Excel file
- Price included

PICTURES

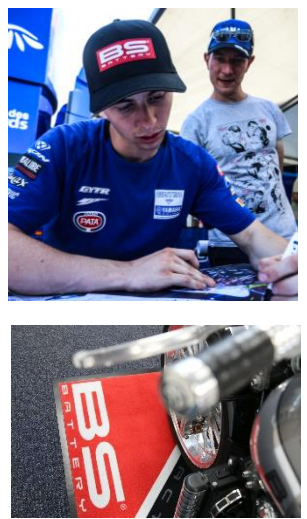
PACKSHOTS PICTURES

- PNG
- POS Materials, Clothing & Accessories



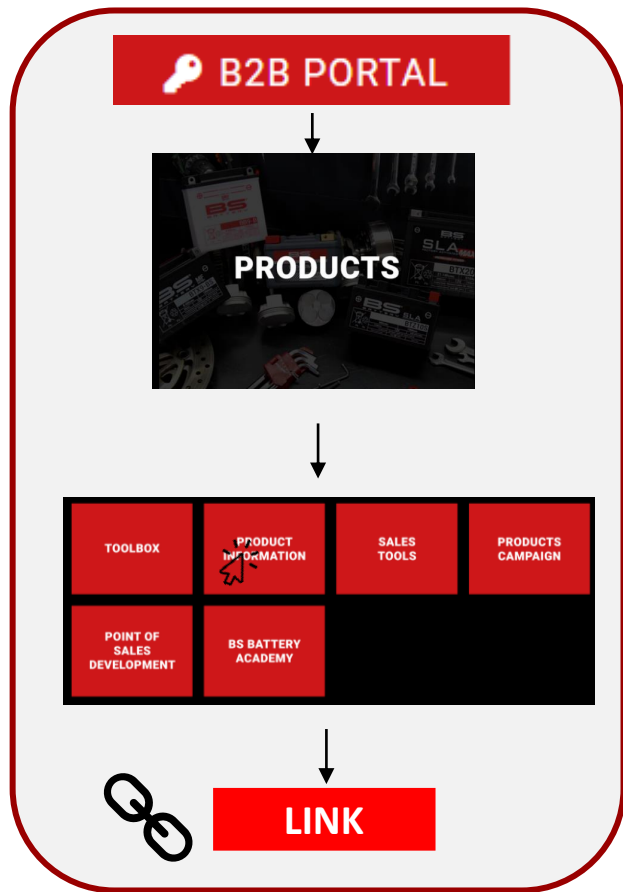
PRODUCT PLACEMENT PICTURES

- Merchandising items in real conditions





Go on next slides to discover all the content available on
B2B PORTAL > « **PRODUCTS** »



PRODUCTS DATASHEETS

BATTERY/ BOOSTER TESTERS /CHARGERS

- English Text
- PDF file
- Updated regularly



PRODUCT PACKSHOTS

BATTERY/ BOOSTER TESTERS /CHARGERS

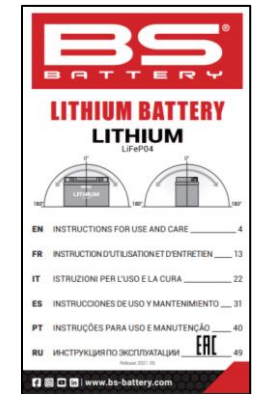
- Packshot
- .PNG file
- 72 DPI



PRODUCTS MANUALS

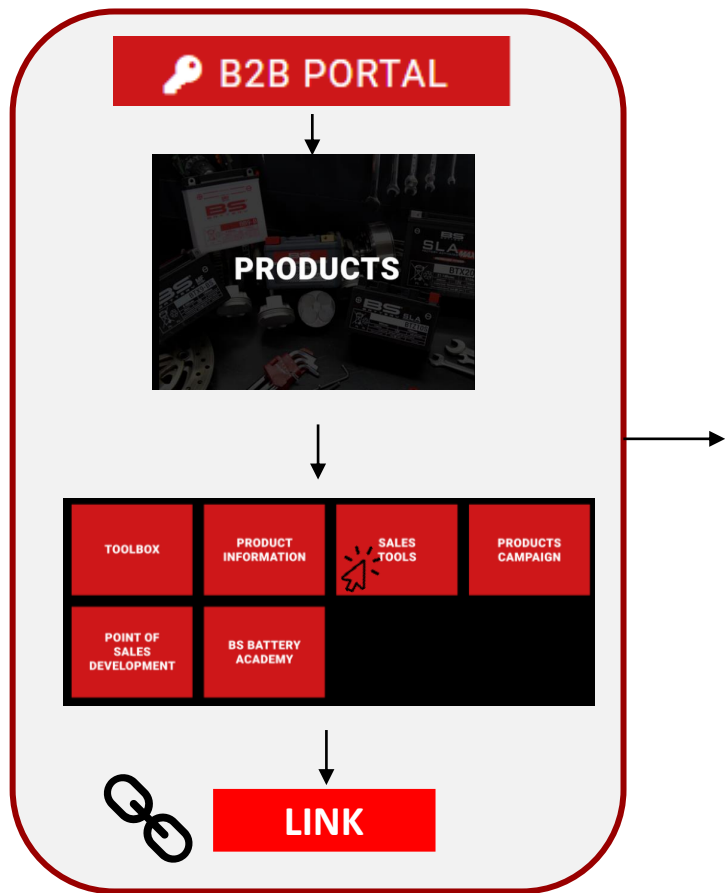
BATTERY/ BOOSTER TESTERS /CHARGERS

- EN/FR/IT/ES/PT/RU Text
- PDF file
- Updated regularly



USER GUIDE



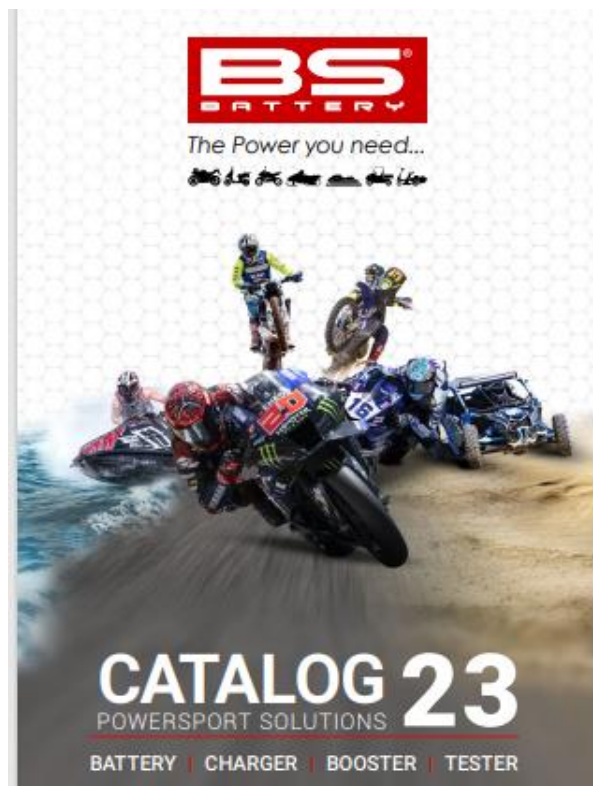


CATALOGUES

POWERSPORT

Discover our new 2023 catalogue with all our products !

- English Text
- PDF file & sources file
- Soon available in Spanish



LAW & GARDEN

Discover our range dedicated for Law & Garden

- English Text
- PDF file
- 2020 version

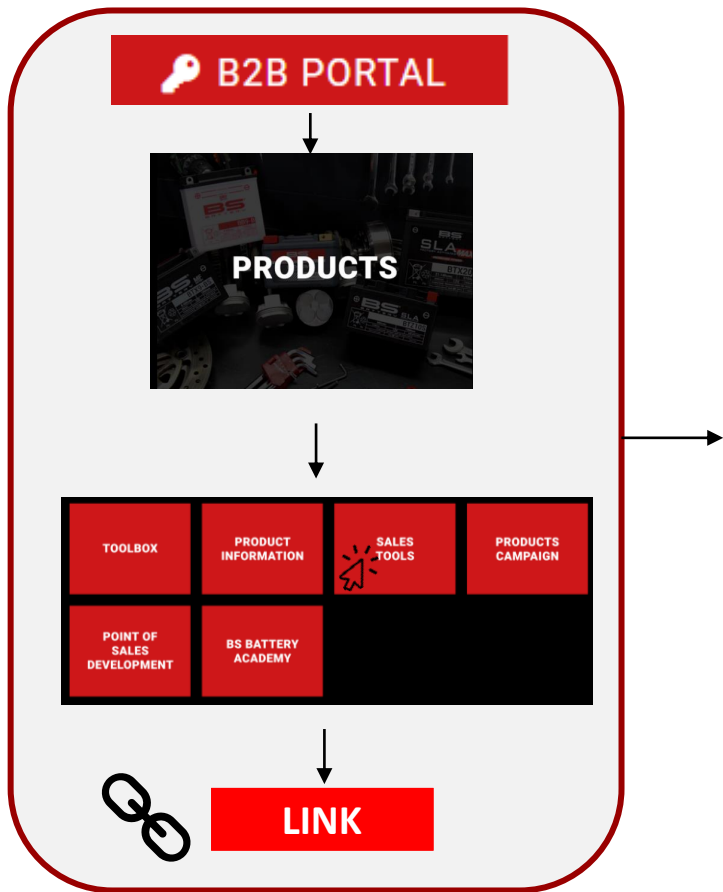


MERCHANDISING

Discover all our Merchandising collection (accessories, point of sales material & clothes)

- English Text
- PDF file
- 2022 version





LEAFLETS

LEAFLET « APPLICATIONS »

NEW: Highlight SLA, SLA MAX & Lithium products per Applications!

- English Text
- Add your company logo
- 8 pages



LEAFLET « PLUG & PLAY »

Introduce shortly SLA & Lithium Range!

- English Text
- Other version : FR, SP, CH, JP
- 2022 Version
- 2 pages



LITHIUM HIGH PERFORMANCE

plug play

RACING & OFF ROAD

Designed for the most demanding riders, looking for higher and safer performance, faster acceleration, highly reduced weight and most power battery 5kWh. The very low self-discharge provides the possibility to start an engine after a very long period of storage, even in very cold temperature conditions. BS Lithium battery range cover most of the existing existing parc formats. Tested & Approved by Official Racing Team.

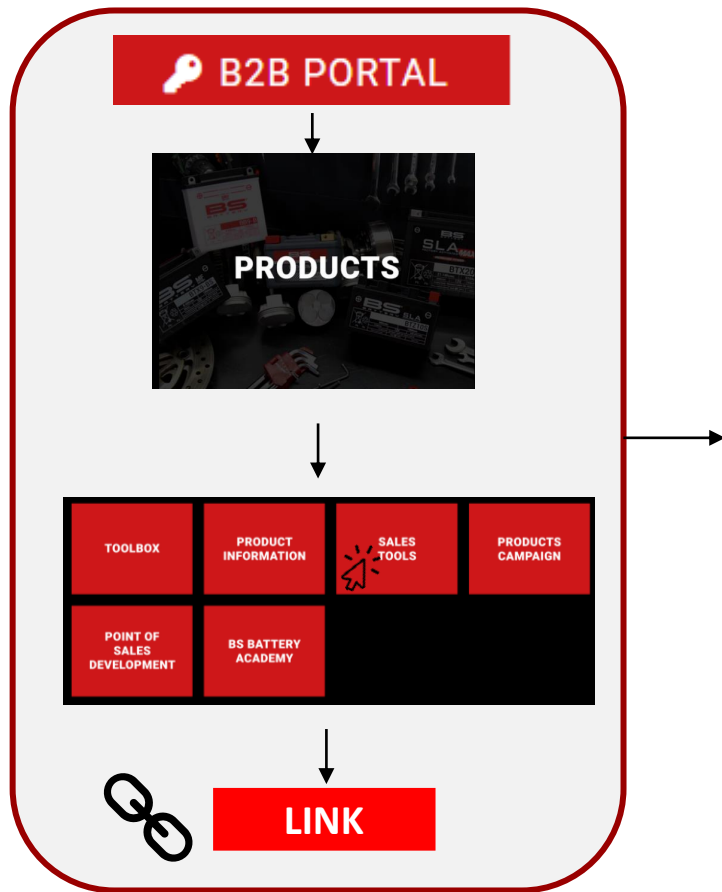
FEATURES

- Ready to use
- No need for preparation, just plug & play
- Lighter weight
- Up to 30% lighter than lead acid batteries
- Multi-position mounting
- Up to 100°
- Extended cycle life
- Over 2,000 cycles
- Fast charging
- Super fast charging capabilities
- Very low self-discharge
- Can start engine after a long period of storage
- Cold temperature performance
- Impressive cold cranking performance
- Heat resistance
- Heat temperature resistance up to 220°C
- Reduced losses
- For enhanced electrical performance
- Very safe and environmentally friendly
- No acid, no leakage risk, no heavy metal, no toxic
- Waterproof design
- Optimal solution for excellent cooling performance

COMPATIBLE CHARGERS

TECHNICAL FEATURES										LITHIUM		
TYPE	SLA	SLA MAX	SLA	SLA MAX	SLA	SLA MAX	SLA	SLA MAX	SLA	SLA MAX	SLA	SLA MAX
BSL100	BSL100	BSL100	BSL100	BSL100	BSL100	BSL100	BSL100	BSL100	BSL100	BSL100	BSL100	BSL100
BSL120	BSL120	BSL120	BSL120	BSL120	BSL120	BSL120	BSL120	BSL120	BSL120	BSL120	BSL120	BSL120
BSL150	BSL150	BSL150	BSL150	BSL150	BSL150	BSL150	BSL150	BSL150	BSL150	BSL150	BSL150	BSL150
BSL200	BSL200	BSL200	BSL200	BSL200	BSL200	BSL200	BSL200	BSL200	BSL200	BSL200	BSL200	BSL200
BSL250	BSL250	BSL250	BSL250	BSL250	BSL250	BSL250	BSL250	BSL250	BSL250	BSL250	BSL250	BSL250
BSL300	BSL300	BSL300	BSL300	BSL300	BSL300	BSL300	BSL300	BSL300	BSL300	BSL300	BSL300	BSL300
BSL400	BSL400	BSL400	BSL400	BSL400	BSL400	BSL400	BSL400	BSL400	BSL400	BSL400	BSL400	BSL400
BSL500	BSL500	BSL500	BSL500	BSL500	BSL500	BSL500	BSL500	BSL500	BSL500	BSL500	BSL500	BSL500
BSL600	BSL600	BSL600	BSL600	BSL600	BSL600	BSL600	BSL600	BSL600	BSL600	BSL600	BSL600	BSL600
BSL700	BSL700	BSL700	BSL700	BSL700	BSL700	BSL700	BSL700	BSL700	BSL700	BSL700	BSL700	BSL700
BSL800	BSL800	BSL800	BSL800	BSL800	BSL800	BSL800	BSL800	BSL800	BSL800	BSL800	BSL800	BSL800
BSL900	BSL900	BSL900	BSL900	BSL900	BSL900	BSL900	BSL900	BSL900	BSL900	BSL900	BSL900	BSL900
BSL1000	BSL1000	BSL1000	BSL1000	BSL1000	BSL1000	BSL1000	BSL1000	BSL1000	BSL1000	BSL1000	BSL1000	BSL1000





WARRANTY FORM

WARRANTY EXPERT FORM

- Help your Dealers on the Warranty Process : when they should accept the claims , when not?
- Available en ENGLISH / FR / SP / DE
- PDF file - 6 pages

WARRANTY EXPERT FORM

BATTERY TYPE		CUSTOMER NAME	
DATE		SERIAL NUMBER	
RESELLER		INSTALLATION DATE	

When can we speak of warranty?

1. When the battery is returned to the sales point within the proposed warranty period.
2. Short circuit in one or more elements if the battery is brand new.
3. Internal interruption or bad terminal connection.
4. Inversed polarity of a new battery.

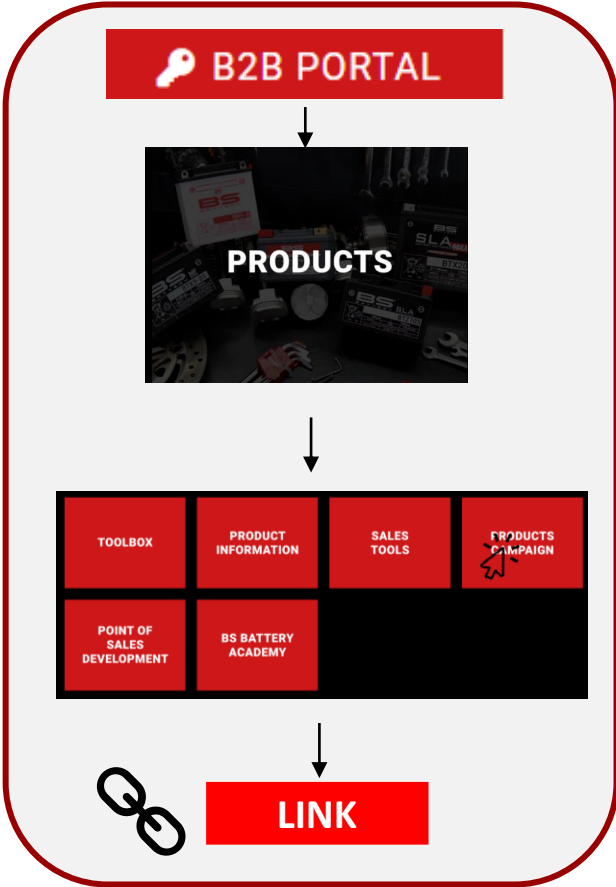
When is the warranty claim rejected?

1. Excessive runout.
2. Consequences of negligence or improper handling.
3. Case or lid damage.
4. Damaged terminals.
5. Frozen batteries.
6. Use of the battery in the wrong application/vehicle.
7. Use of additives other than recommended.

www.bs-battery.com
The Power you need...

(...)

PRODUCT LAUNCHES



PROMOTIONAL MATERIALS FOR NEW BST1000 !

- All the material reunited in 1 folder to launch our new Tester BST1000 !



Product Packshot



Product Placement pictures



Product Video



Press Release (English)

BST1000

Products logo



Product Datasheet

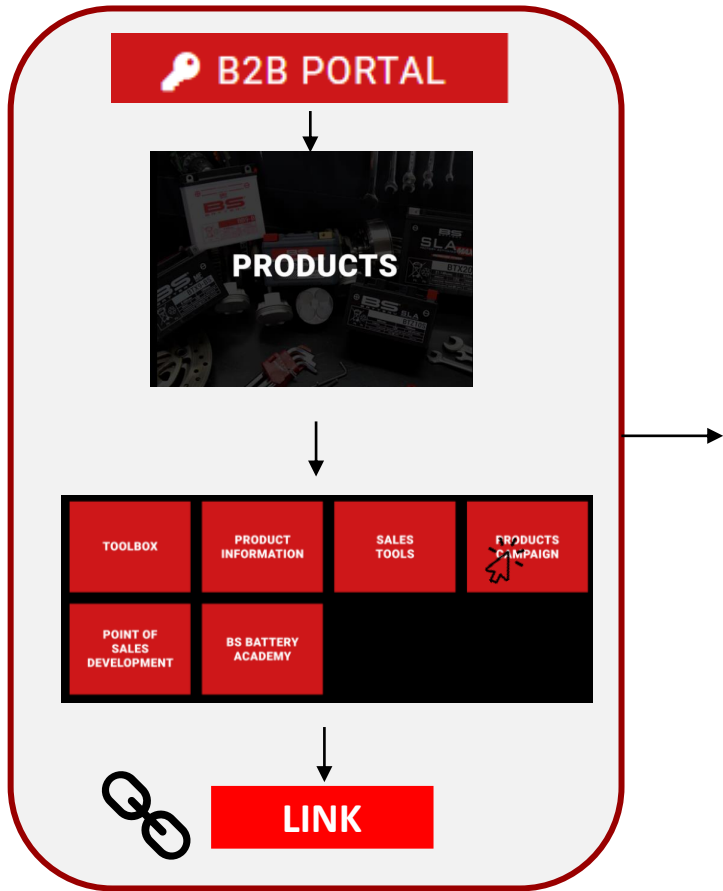




PRODUCT LAUNCHES

PROMOTIONAL MATERIALS FOR NEW BT03 !

- All the material reunited in 1 folder to promote our Tester BT03 !



Product Packshot



Press Realease (English)

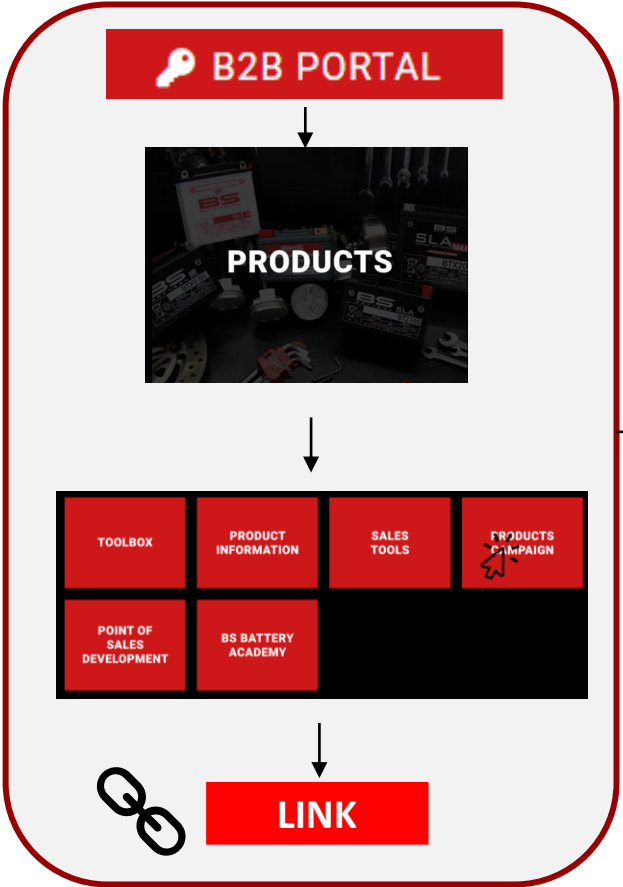
BT03

Products logo



Product Datasheet

PRODUCT CAMPAIGN



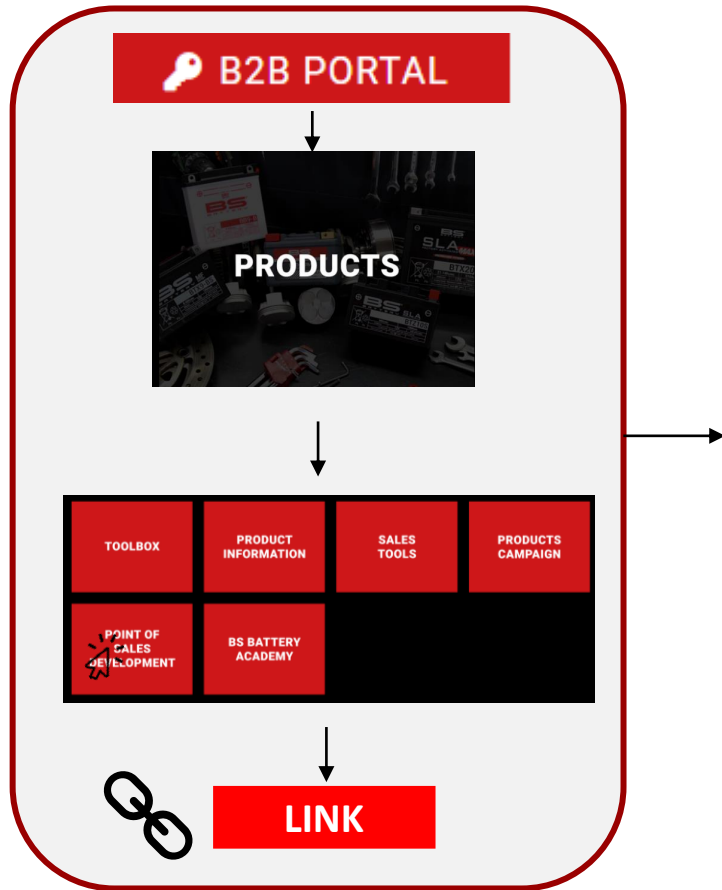
ALL THE MATERIAL REUNITED PER FOLDER TO PROMOTE EACH RANGE

- LITHIUM
- SLA & SLA MAX
- MF& DRY
- CHARGERS
- TESTERS & BOOSTERS
- ACCESSORIES

LITHIUM

- PRINT MATERIAL
- SOCIAL MEDIA ASSETS
- VIDEOS
- NEWSLETTER / PRESS RELEASE
- OTHERS

Example with LITHIUM range



POINT OF SALES DESIGNS & MATERIAL

WALL POSTERS

Promote our brand on Stores with our Posters for wall.

- 3 options
- Ready to adapt/use/print
- Add your company logo



CONCEPT STORE

BS BATTERY PRO SHOP
Concept under testing phase.
For any interest, please contact your BS BATTERY Team.



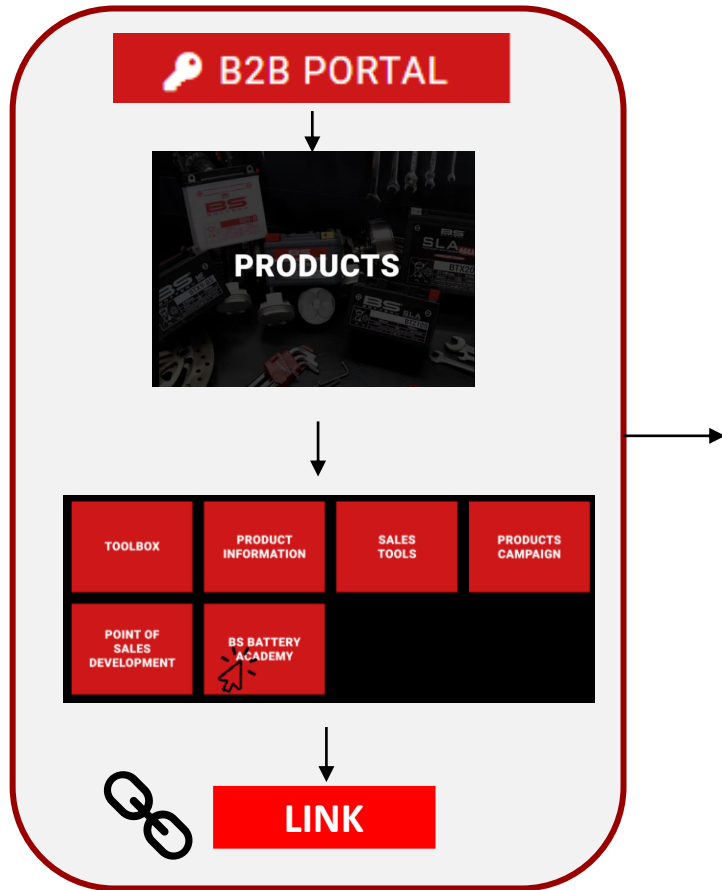
SIGNAGE

STORE SIGNAGE
Designs are coming soon.



CAR COVERING

CAR/TRUCK COVERING
Designs are coming soon.

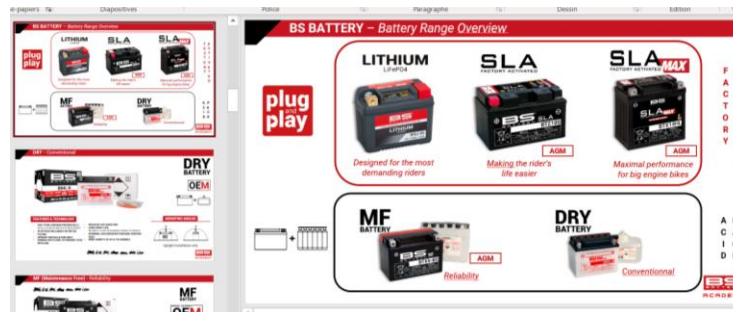


TECHNICAL TRAINING (Short Version)

Technical Training – Short Presentation

A short training presentation to educate on BS Battery products

- English Text
- PDF file (power point available on demand)
- 34 pages



IMPORTANT NOTE :

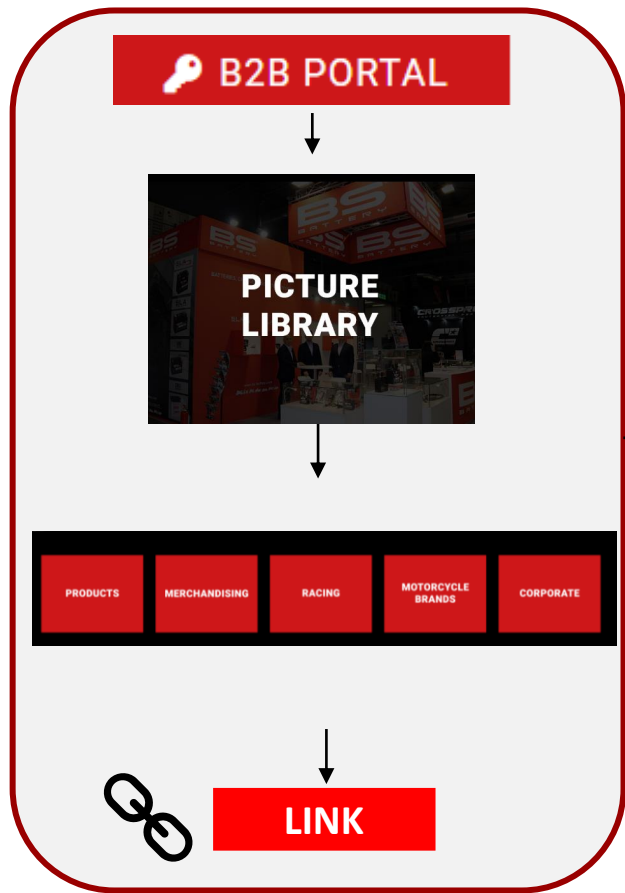
We can provide Online & On-site Technical Trainings for your internal team, clients, partners...

2 Certification Levels: Essential or Evolution

If you are interested, please contact BS BATTERY TEAM.



Go on next slides to discover all the content available on
B2B PORTAL > « **PICTURE LIBRARY** »



All BS BATTERY Pictures & Videos :

- Product (packshot & product placement)
- Merchandising (packshot & product placement)
- Racing (Races; Pilots; Client Expériences)
- Motorcycle Brands (pictures filtered by Brands)
- Corporate (Internal Event, Tradeshow...)

PRODUCTS	MERCHANDISING	RACING	MOTORCYCLE BRANDS	CORPORATE
<p>(...)</p>	<p>(...)</p>	<p>(...)</p>	<p>(...)</p>	<p>(...)</p>



The Power you need...



THANK YOU
FOR YOUR ATTENTION