



MARKETING TOOLBOX

A complete overview of the marketing

assets available on our

B2B PORTAL

January - June 2023



- **WHAT IS  B2B PORTAL ?**

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 ?**

B2B Portal is 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 ?**

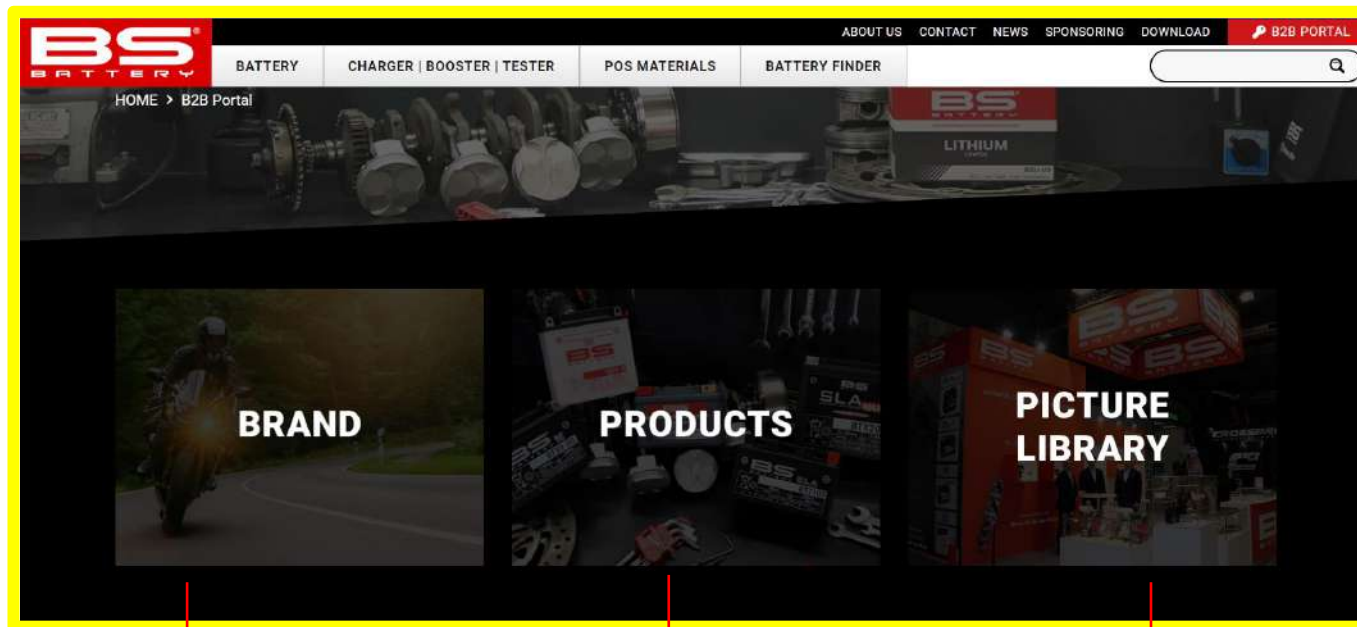
Online, Offline assets such as Catalogues, Leaflets, Posters, Designs for booth, Social Media Campaigns, Press Release, Photos/Videos... Pdf, png, jpeg, mp4, design files...

All the Master files are available in English to facilitate your local adaptation/translation.

- **WHAT IS THE MARKETING TOOLBOX?**

One presentation sent every quarter, which sum up all the contents 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 experiences)
- **MOTORCYCLE BRANDS** (Yamaha / CFMoto...)
- **CORPORATE** (Tradeshow, Trainings, Internal event)

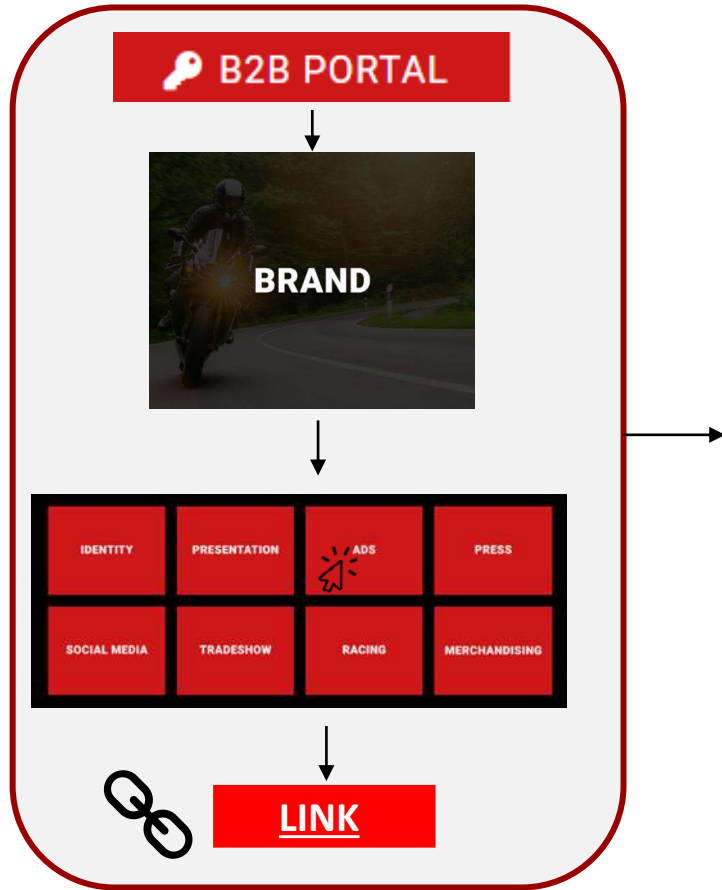


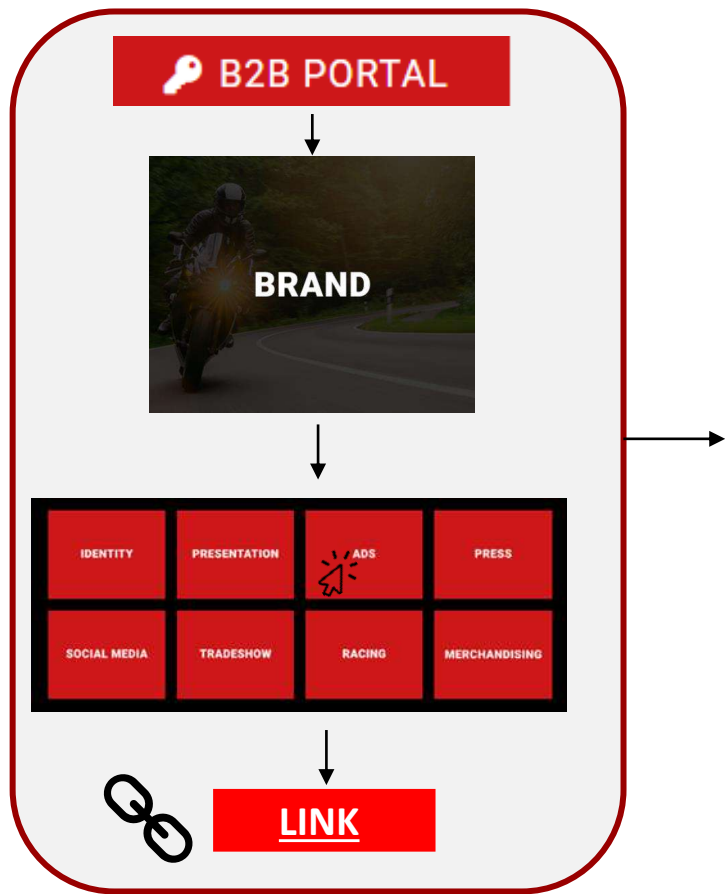
Next slides :
Discover all the content available on B2B PORTAL > « **BRAND** » category



KEY VISUAL 2023 SPONSORS BS BATTERY

- PNG, PSD & sources files available





APRILIA RACING GP
104x216mm



KAWASAKI BUD RACING
203x127mm



FABIO QUARTARARO
245x340mm



Offline Ads Plug & Play x Racing Campaign

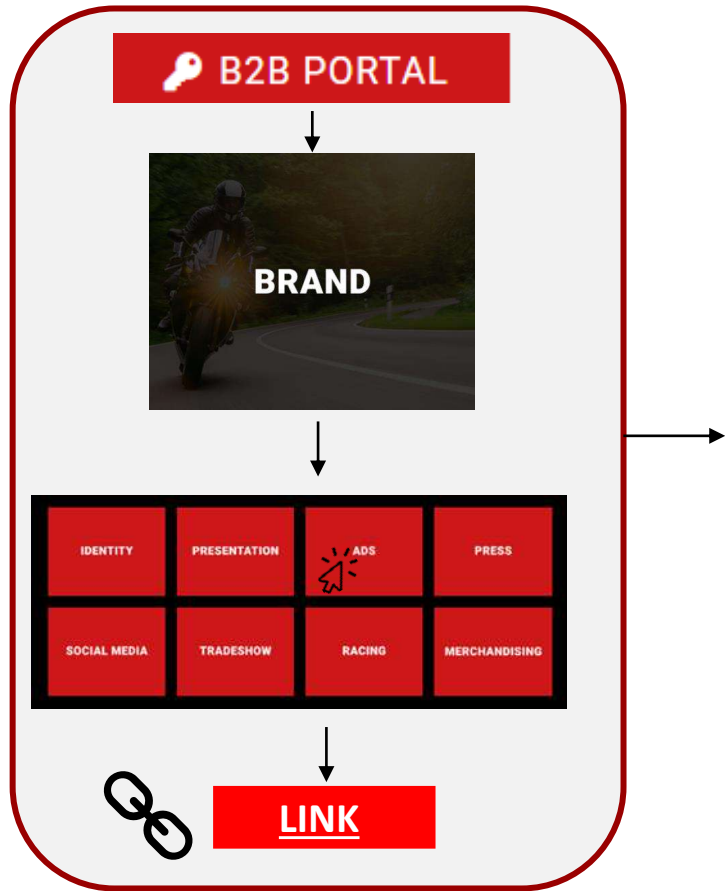
- English text
- Pdf & sources files available
- Space to add your logo

← Dedicated space for distributors information (logo / contact)



OFF ROAD POSTER 1 - 210x297mm

OFF ROAD POSTER 2 - 210x297mm

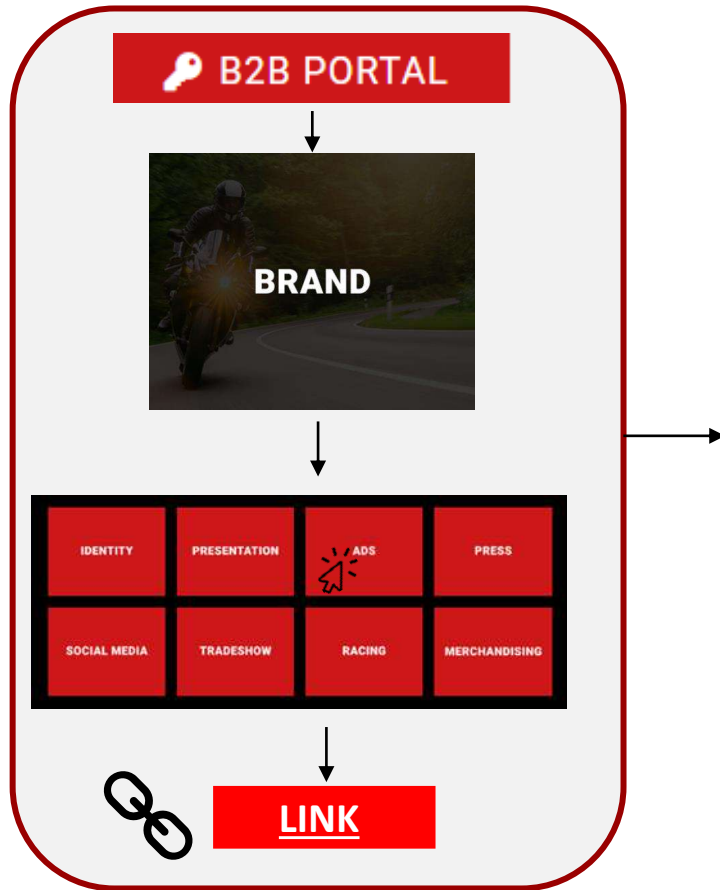


Offline Ads Off Road

- English text
- Pdf & sources files available
- Space to add your logo

Dedicated space for distributors information (logo / contact)





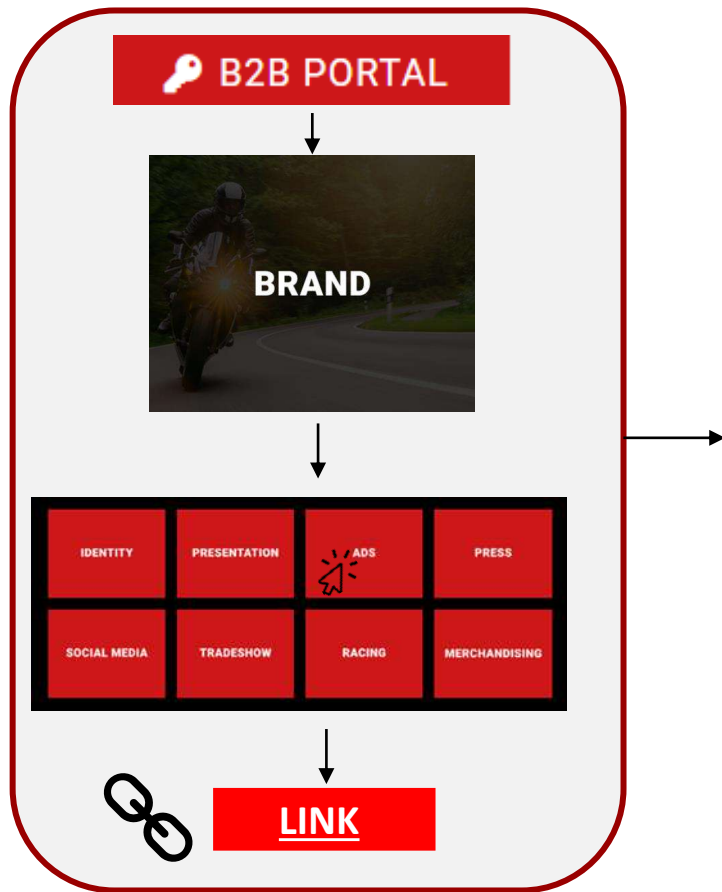
ADVENTURE POSTER - 210 x 297mm



Offline Ads Adventure

- English
- Pdf & sources files available
- Space to add your logo at bottom

Dedicated space for distributors information (logo / contact)



Offline Ads SLA MAX

- English
- Pdf & sources files available
- Space to add your logo

V-TWIN x SLA MAX HD 225 x 148mm

BS BATTERY
The Power you need...

PLUG AND PLAY SOLUTION

- ▶ Ready to use
- ▶ Superior capacity
- ▶ Maximum vibration resistance
- ▶ Reinforced casing
- ▶ 90° mounting angle

Brand
AUTHORIZED DISTRIBUTOR

www.bs-battery.com | contact@bs-battery.com

SLA MAX YAMAHA 216 x 104mm

BS BATTERY
The Power you need...

PLUG AND PLAY SOLUTION

- ▶ Ready to use
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- ▶ Maximum vibration resistance
- ▶ Reinforced casing
- ▶ 90° mounting angle

Brand
Official Distributor Information

www.bs-battery.com | contact@bs-battery.com

V-TWIN x SLA MAX HD 110 x 297mm



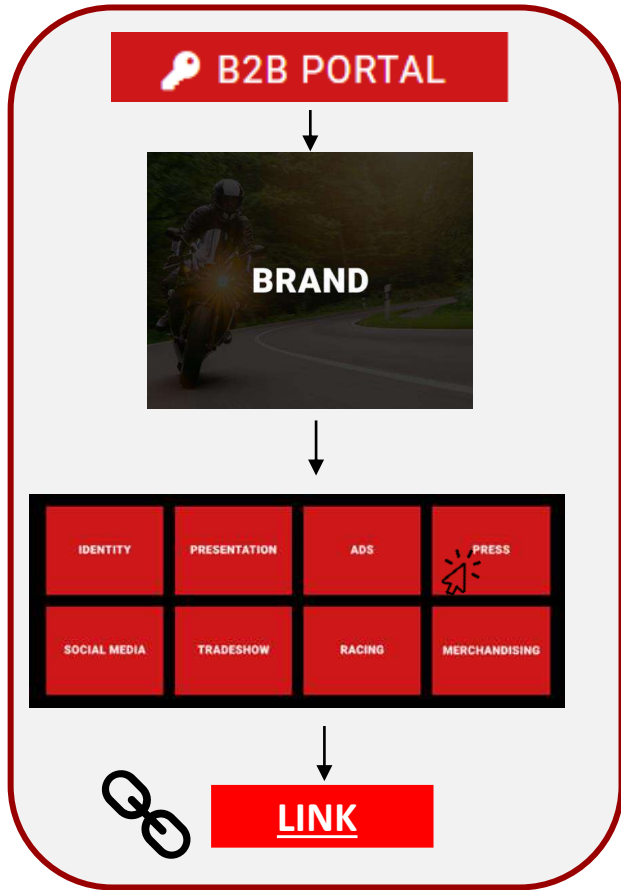
BS BATTERY
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Brand
AUTHORIZED DISTRIBUTOR

www.bs-battery.com | contact@bs-battery.com



PRESS RELEASE PRODUCTS

- Ready to use
- English text
- Pdf & Word (for local translation)
- Topics available :
 - ✓ **NEW - BK20 Smart Charging Station**
 - ✓ **NEW - SLA MAX = Big Power for Big Inches**
 - ✓ **NEW - BSLi-13 = Lithium range for BMW Models**
 - ✓ BST1000 Introduction
 - ✓ BT03 Introduction
 - ✓ BSLi02

AMV PRO GUIDE

BK20 - Smart Charging Station

Mainly developed for warehouses, dealer and service workshops, the BK 20 from French battery and charger specialist BS Battery "is a real 3 in 1 solution which saves time for mechanics and provides a quality service to end users".

It is a smart bank battery charger and maintainer, which offers three channels of charge, so it can charge and maintain three batteries with different voltages (6/12V) and technologies at once. Rated at 2A per channel, this powerful automatic:

enhance the performance of all your powersports batteries.

"Delivered with three BS clamp sets for a quick connection, this solution is a useful time-saver for workshops and mechanics when they need to set up fresh batteries."

In addition, BS Battery has also designed a charging station including a product display with an assembly part to mount up to 2 BK20 Smart Chargers. "The perfect solution for all the shops who want to exhibit their products and ensure a high-quality service by providing batteries fully charged to end users," says founder and General Manager Benjamin Sebban.




Charger is suitable for lead-acid and lithium batteries up to 40 Ah and even 80 Ah for maintenance. Designed as safe and easy to use, the BK 20 has ten stages of charge "including a new Force Mode" to

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AMV PRO GUIDE

Big Power for Big Inches



BS Battery offers an extensive range of battery solutions with all the technologies - lithium, AGM sealed, lead-acid and AGM maintenance free batteries, for all powersports industry applications - motorcycle, V-twin, SUV, ATV, utility, snowmobile, watercraft.

At the top of the range, in terms of the kind of exciting rigs needed for big inch V-twins, the company has designed a dedicated line for big engines such as those used in Harley-Davidson

known as an OEM as well as aftermarket manufacturers, the focus at BS is an innovation. The company also offers lithium batteries for V-twins use with 12.8 voltage and up to 560 CCA with robust terminals, lighter weight (up to 10% less than lead-acid) and equipped with an integral voltage indicator to check the state of charge at any time.

Thanks to its strong technical racing partnerships such as with Fabio Quartararo (MotoGP World Champion), Dimitri Comtois (World Superbike), Cascais (Red Bull MotoGP), Shinya Nakano (MotoGP), Hard Trial and many others, BS Battery develops and tests its products under extreme racing conditions to provide more in lithium technology.



models called "SLA MAX" (BTX30E, 20H, or 10H).

Features include reinforced cases and grid framework to reduce vibrations and provide strong contrast, specific terminals to facilitate mounting without having to use spacers and an advanced conductor design that increases capacity and enhances starting power.

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AMV PRO GUIDE

BS Battery extends Lithium range for BMW models



French battery specialist BS Battery is extending its Lithium range with the new BSLi-13, designed with a special small 183 x 79 x 170 mm dimension for BMW models.

With cold cranking amps of 560A, this LiFePO4 battery is more powerful than its lead-acid equivalent (SLA MAX range - 5103 - 275A) and 70% lighter than conventional batteries.

General Manager Benjamin Sebban explains that the BSLi-13 is "designed to fit BMW's latest requirements. It is easy to use, easy to mount - with an indicator display LEDs - and coated with robust terminals to enhance electrical performance and an LED indicator on the top to easily monitor the state of charge."

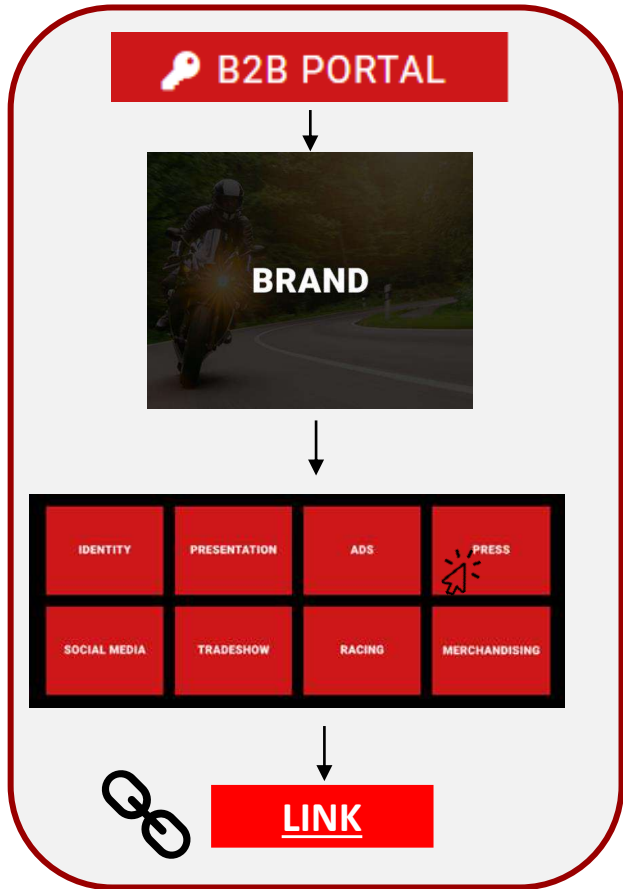
"Our lithium range has been developed for riders who look for higher and safer performance, faster acceleration, reduced weight and longer battery life. With a very low self-discharge, the BSLi-13 can start an engine after a very long period of storage, even in cold temperature conditions."

Present in both OEM and aftermarket sales, Benjamin said that "we offer an extensive range of battery solutions with all the technologies for all powersports applications - motorcycle, V-twin, SUV, ATV, utility, snowmobile and watercraft."

"Thanks to our strong technical racing partnerships with leading races and teams such as Fabio Quartararo (MotoGP World Champion), Yonahs GUTSA (World Superbike), Kawasaki Bad Racing (MotoGP), Shinya Nakano (MotoGP), Hard Trial and others, BS Battery tests its products under extreme racing conditions to provide more in lithium technology."



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NEWS ROOM

BS Battery becomes an Official Aprilia Racing Team sponsor

French battery specialist BS Battery and Aprilia Racing Team have renewed their partnership for the 2023 and 2024 seasons.

The French battery manufacturer is now an Official Sponsor of Aprilia Racing, supporting its BS-GP bikes and top riders on track with the attempt on the 2023 MotoGP World Championship spearheaded by Aleix Espargaro and Maverick Viñales.

Benjamin Sebban, General Manager BS Battery, said: "We are proud to extend our relationship with Aprilia into the subsequent brand activities, are extremely powerful - we share the same DNA when it comes to innovation, passion and sharing."

share exceptional moments with our clients too.

"I thank Massimo Rivola and all the Aprilia Racing management team for the warm welcome received. The BS Battery team stands by your side."

Massimo Rivola, Aprilia Racing CEO, said: "We are proud to have a partner like BS Battery at our side. A collaboration that stems from our enthusiasm and common values of innovation, technology and competition. One which we hope will prove its worth on circuits all over the world." "Swing, important brands, deciding to support our commitment fills us with pride."

www.bs-battery.com

BS BATTERY & YAMAHA GMT94 RENEW THEIR TECHNICAL PARTNERSHIP FOR 3 MORE YEARS!

Undoubtedly BS BATTERY continue its technical partnership with the team YAMAHA GMT94 managed by Christophe GUYOT for three more years!

Three-time FIM Endurance World Champions, YAMAHA GMT94 will step up to the FIM World Superbike Championship in 2023 with a new Italian rider Lorenzo BALDASSARI, fielding a latest-spec YAMAHA R1.

The team will also continue to contest the World SuperSport Championship for a sixth consecutive season! The French SuperSport Champion Valentin DEBIESE will compete on a single Yamaha R6 powered by the BS1302 lithium battery from BS BATTERY specially designed for the most demanding riders.

"Innovation is our DNA, we are constantly improving our products performance and durability. Getting feedbacks from YAMAHA GMT94 engineers which test our products in extreme racing conditions are key to maintain our promise! We are not used to stay in our comfort zone, we'll continue to work hardly with the engineers on

KAWASAKI BUD RACING & BS BATTERY READY FOR 2023 MXGP SEASON!

"I would like to thank BS BATTERY for the trust of our products development. The BS BATTERY team stands by your side."

Maxime Rivola, Aprilia Racing CEO, said: "We are proud to have a partner like BS Battery at our side. A collaboration that stems from our enthusiasm and common values of innovation, technology and competition. One which we hope will prove its worth on circuits all over the world." "Swing, important brands, deciding to support our commitment fills us with pride."

www.bs-battery.com

BS BATTERY & FABIO QUARTARARO TEAMS UP FOR TWO MORE YEARS!

5 years Together

BS BATTERY and Fabio QUARTARARO teams up for two more years of adventures!

This year marks the 5th anniversary of strong collaboration between the French battery manufacturer and the Moto GP rider!

Competing for the FIM MotoGP World Championship with Monster Energy Yamaha MotoGP Team, Fabio QUARTARARO seems unstoppable for this promising 2023 GP season!

Since 2019, BS BATTERY support the French pilot with technical advice and products (batteries, chargers, boosters, testers) on its training phases.

"We've supported Fabio right from the start. When we met for the first time, I remember how we were dreaming of a MotoGP Podium... 5 years later combining 1 World Champion title and 1 Vice World Champion title, our dream comes true!

Fabio has faith and dedication; he doesn't let obstacles stand in the way, we share the same vision! Consistency and passion drive us from the very beginning. Extending our partnership was just evidence!

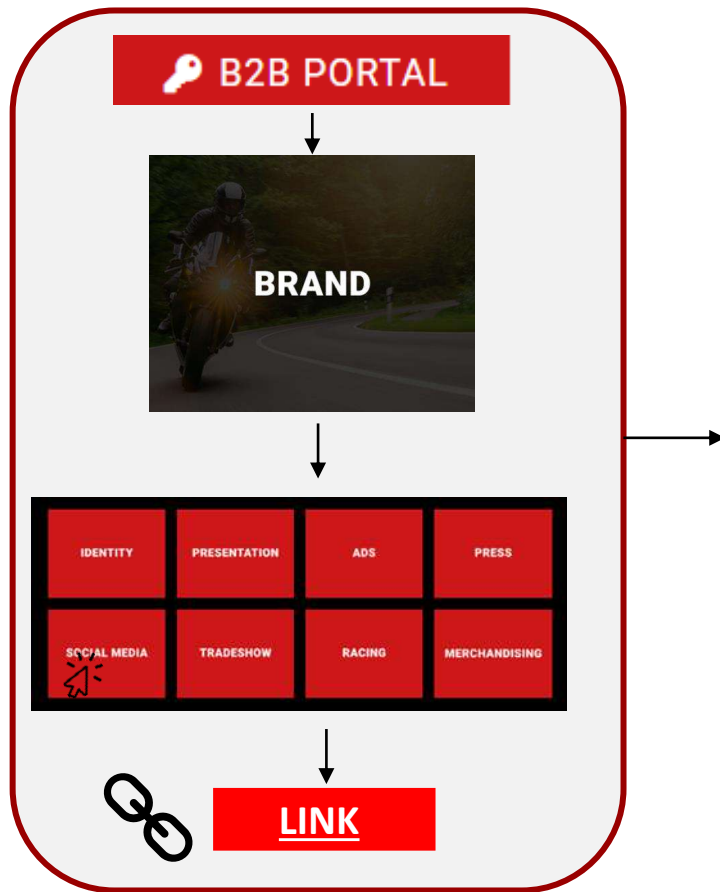
We keep dreaming big together for this new season!" highlight Benjamin Sebban, General Manager of BS Battery.

BS Battery and Fabio are ready to embrace exciting new challenges this year, starting with the Portuguese Grand Prix as first event of the 2023 FIM MotoGP World Championship, with the stunning Autodromo Internacional do Algarve set to host the season opener from the 24th to the 26th of March 2023.

BS BATTERY BS BATTERY SAS
FRANCE
 Tel: +33 (0)1 81 62 45 02

PRESS RELEASE RACING

- Ready to use
- English text
- Pdf & Word (for local translation)
- Topics available :
 - ✓ NEW - BS Battery x Aprilia Racing Official Sponsor
 - ✓ NEW - BS Battery x Fabio Quartararo teams up for 2 more years
 - ✓ NEW - BS Battery x Yamaha GMT94 renew their technical partnership
 - ✓ NEW - BS Battery x Kawasaki Bud Racing ready for 2023 MXGP Season
 - ✓



« DID YOU KNOW? » CAMPAIGNS

- Objective : Educate & promote products benefits
- Short video : 7-8sec
- Format : .mp4 | Reels & Square
- English Text

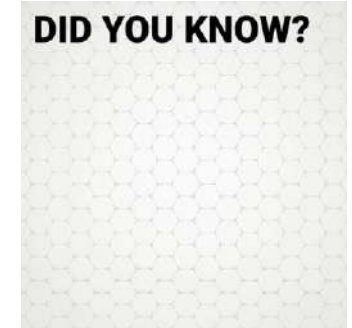
- ✓ **NEW Lithium BSLi-13 for BMW models,**
- ✓ **NEW Tester BST1000**
Cold Cranking Amps Testing,
- ✓ **NEW BS60 Charge all your vehicle**
- ✓ **NEW BS15 Multi axis hook...**

RACING – Video

- Short video : 5sec
- English Text
- .mp4
- Story format to promote Racing Events, Pilots & News
- **NEW : BST1000 video**



NEW BST1000



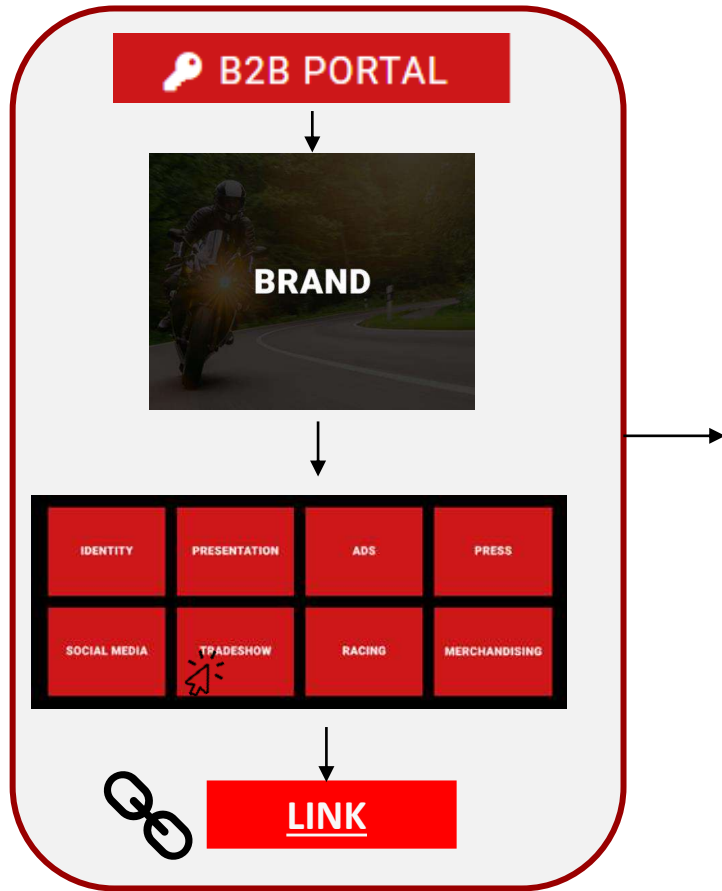
NEW BT03





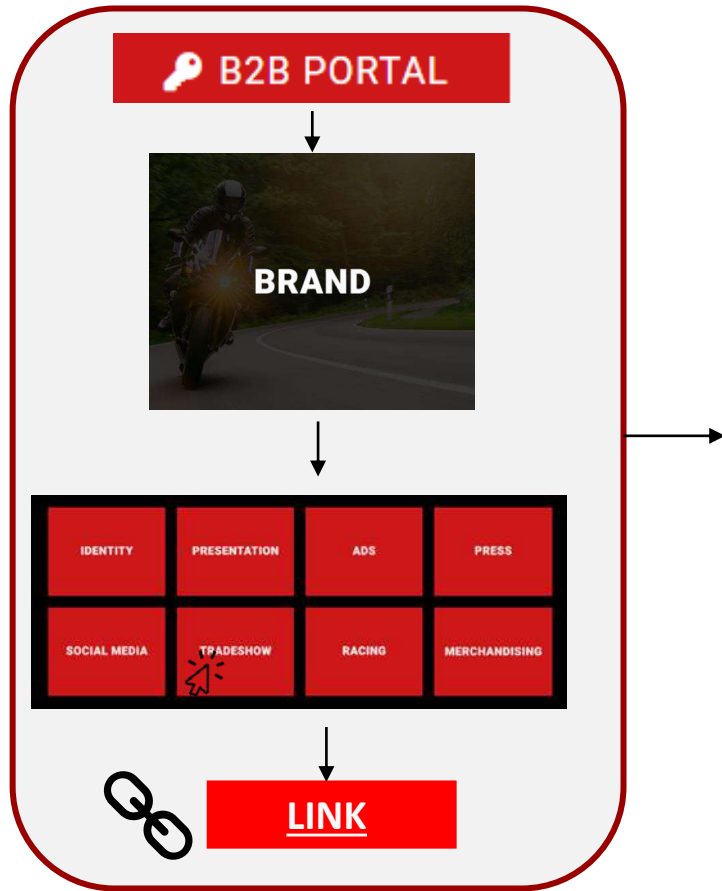
WALL DESIGNS

New 2023 visuals: **Fabio Quartararo – 376 x 383**



IMPORTANT NOTE :

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



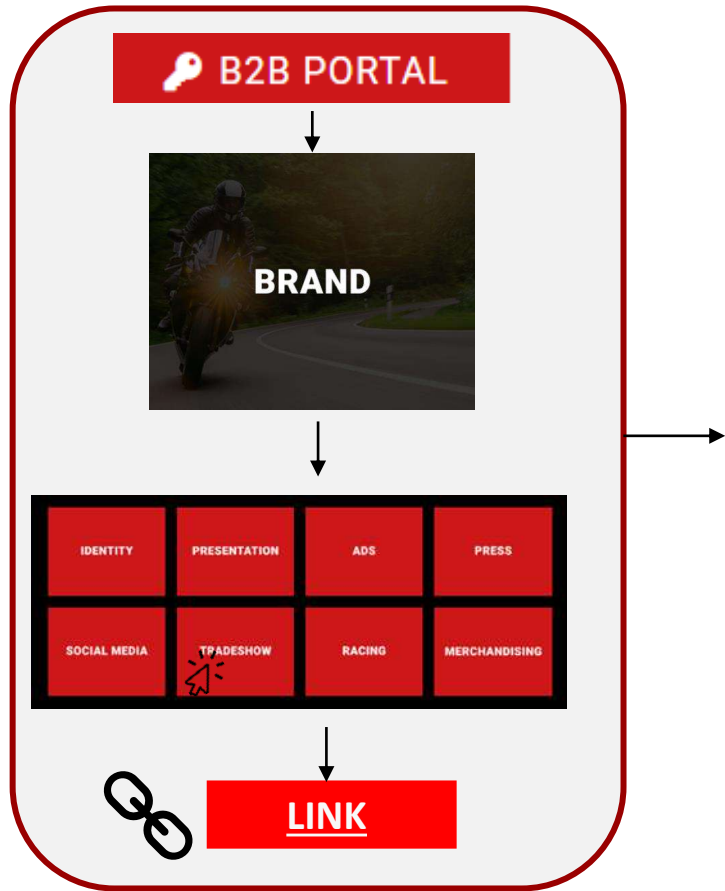
WALL DESIGNS

New 2023 visuals: **Lithium – 200 x 200**



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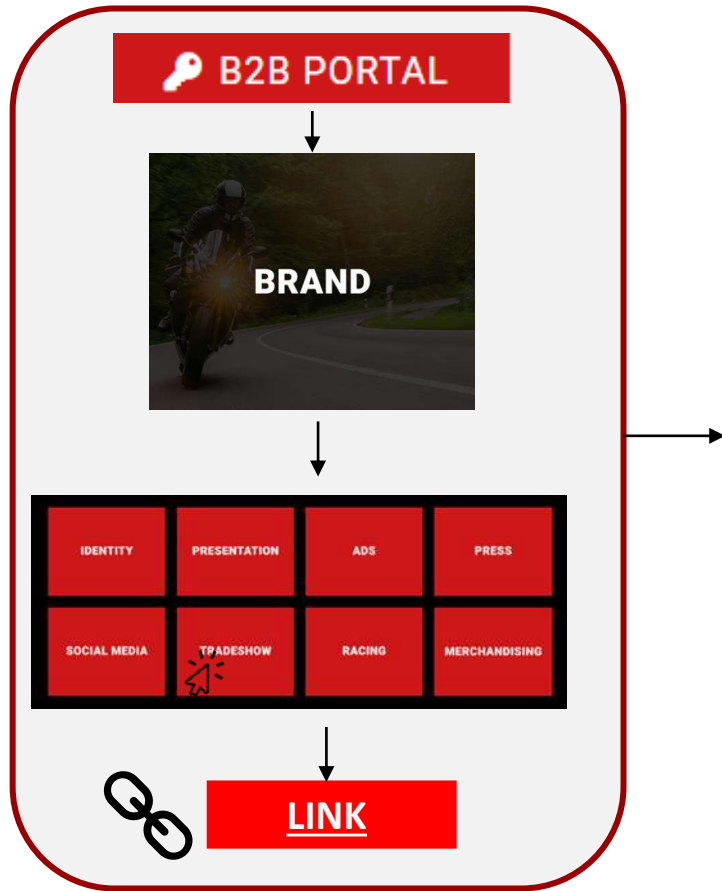
WALL DESIGNS

New 2023 visuals: **Aprilia – 250 x 250**



IMPORTANT NOTE :

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WALL DESIGNS

New 2023 visual: **Smart Chargers & Maintainers - 268x383**



IMPORTANT NOTE :

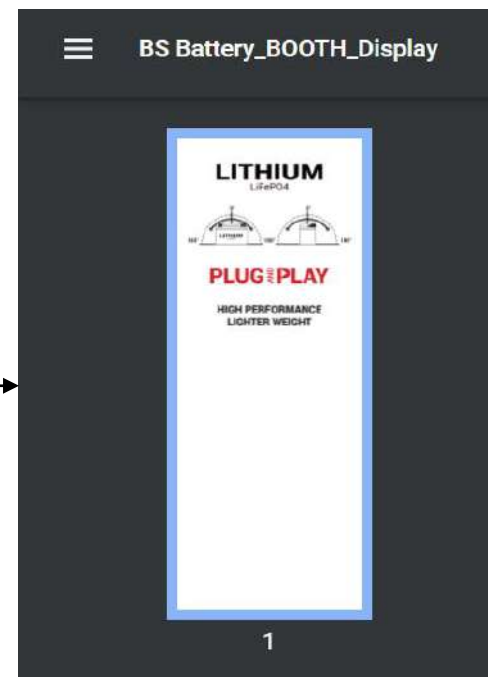
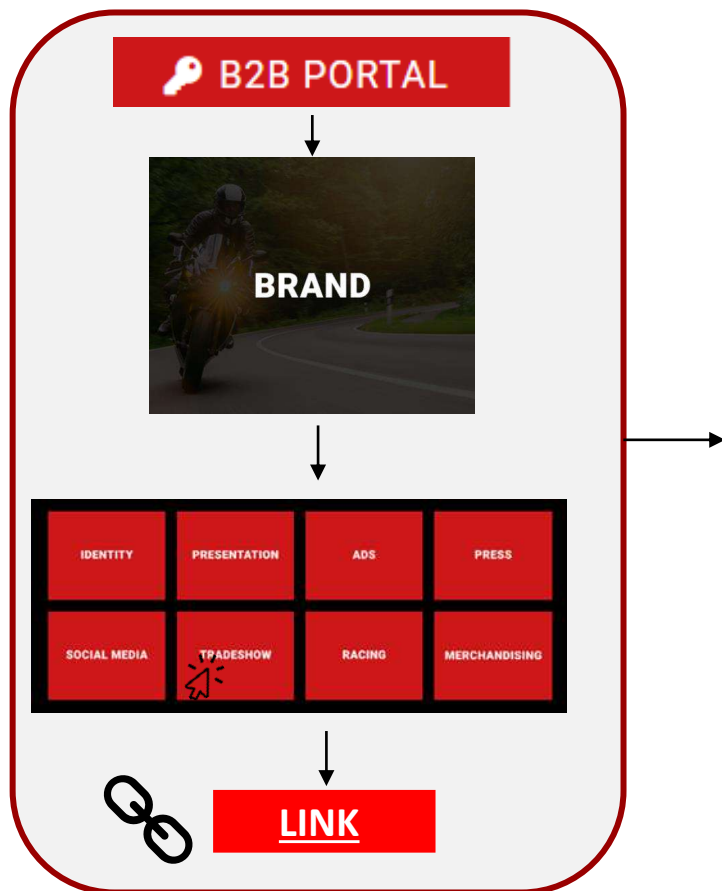
Please share your Booth design to BS BATTERY Team for approval before production.

REMINDER

DESIGNS FOR PRODUCTS DISPLAYS

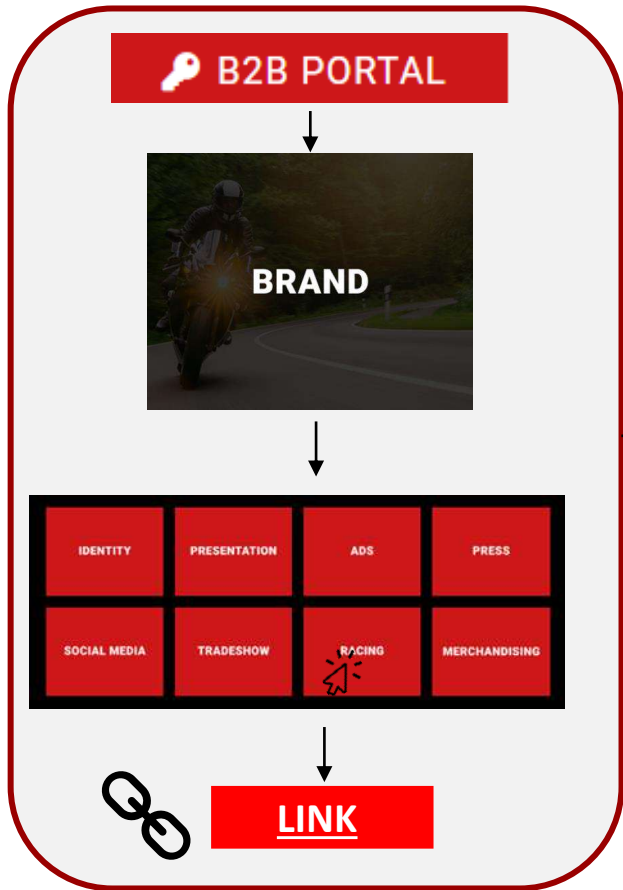
Build your booth easily with our ready to use/adapt designs for Product displays!

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



IMPORTANT NOTE :

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BS BATTERY x APRILIA MEDIA KIT
English

MEDIA LAUNCH KIT - APRILIA RACING TEAM 2023

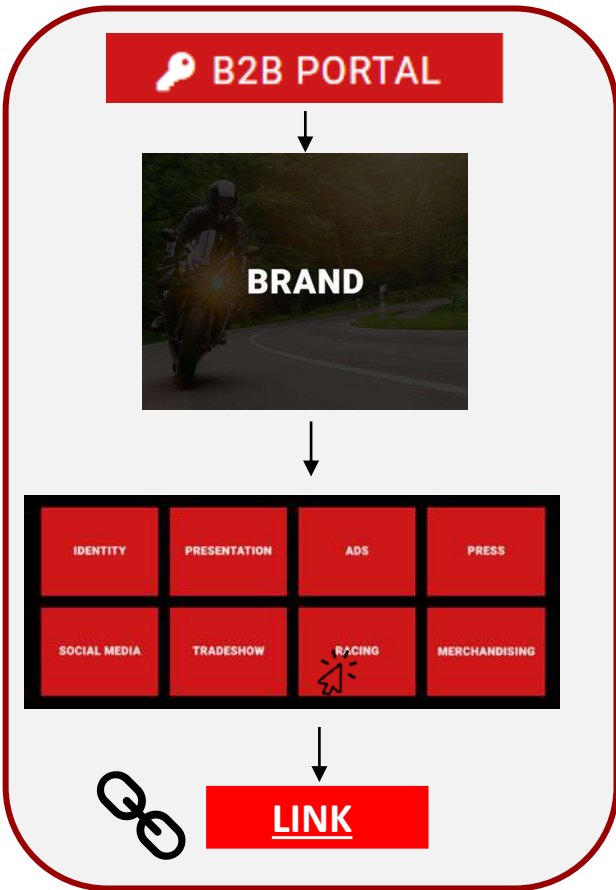
- SOCIAL MEDIA CAMPAIGN - VIDEO
- FACEBOOK COVER - 1774x657
- LINKEDIN COVER - 1536x396
- WEB HOME PAGE SLIDER - 5334x3054
- LOGO OFFICIAL SPONSOR x APRILIA RACING TEAM
- OFFICIAL PHOTOS - APRILIA RACING TEAM
- PRESS RELEASE



Racing Media Launch Kit to promote BS x APRILIA RACING partnership

- Online & Offline assets
- English text
- Ready to use

NEW



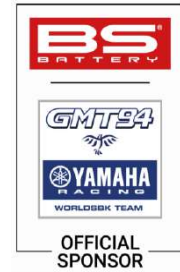
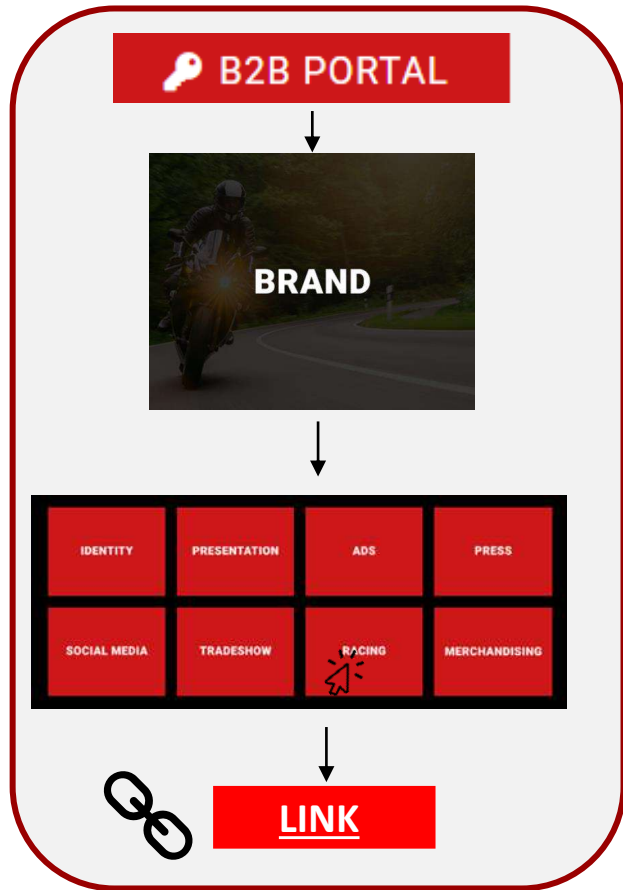
BS BATTERY x FABIO 2023 MEDIA KIT English

- MEDIA LAUNCH KIT - FABIO QUARTARARO 2023
- WEB BANNERS
 - LOGO OFFICIAL SPONSOR x FABIO QUARTARARO
 - VIDEO PARTNERSHIP - FABIO QUARTARARO x BS BATTERY
 - OFFICIAL PHOTOS - FABIO QUARTARARO
 - PRESS RELEASE



Racing Media Launch Kit to promote BS x FABIO QUARTARARO partnership

- Online & Offline assets
- English text
- Ready to use

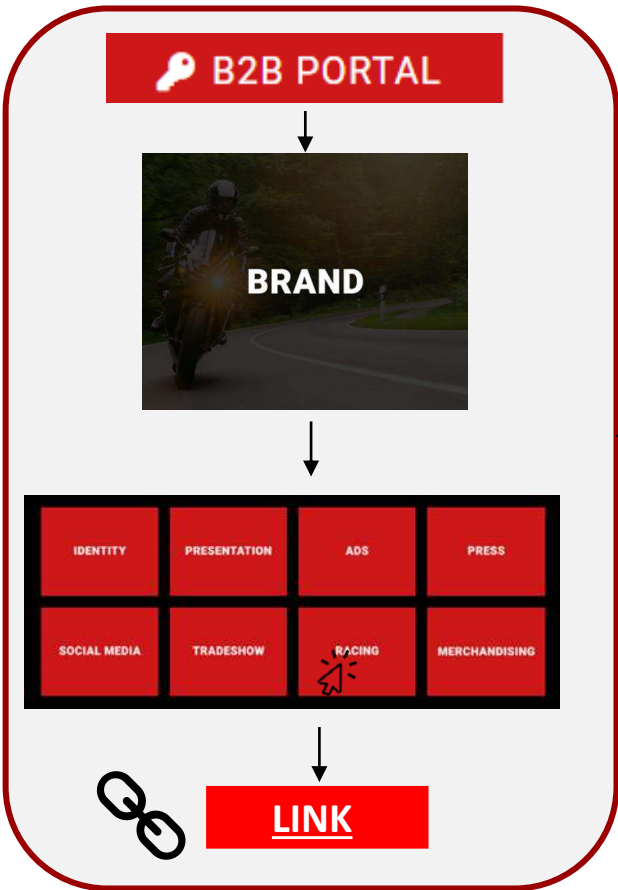


BS BATTERY x GMT94 2023 MEDIA KIT English



Racing Media Launch Kit to promote BS x YAMAHA GMT94 WSBK partnership

- Online & Offline assets
- English text
- Ready to use



BS BATTERY x KAWASAKI BUD RACING 2023 MEDIA KIT
English

OFFICIAL SPONSOR

- MEDIA LAUNCH KIT – KAWASAKI BUD RACING TEAM 2023
- SOCIAL MEDIA CAMPAIGN – VIDEO
 - FACEBOOK COVER – 1774x657
 - LINKEDIN COVER – 1536x396
 - WEB HOME PAGE SLIDER – 5334x3054
 - LOGO OFFICIAL SPONSOR x KAWASAKI BUD RACING TEAM
 - OFFICIAL PHOTOS – KAWASAKI BUD RACING TEAM
 - PRESS RELEASE

KAWASAKI BUD RACING & BS BATTERY READY FOR 2023 MXGP SEASON

Offroad has always been at the heart of our products development. The unpredictable grounds allow us to test the durability of our products in extreme conditions: removing mechanical feedback from KAWASAKI BUD RACING's engine and Pilot after MXGP races are precious for our R&D Department always concerned by weight and vibrations optimization." says Romain MENDON, R&D Manager at BS BATTERY.

BS BATTERY lithium range is 70% lighter than the conventional batteries, a good asset for all the demanding riders who look for performance. The smart charger used also been designed to answer all needs, from the smallest battery to the largest capacity. Inhamer said, from 24V to 60Ah, 6 or 12V, 100% automatic... BS BATTERY team is always focus on making rider's life easier.

"Since 2022, we are approved by KAWASAKI Factory as Original Equipment Supplier, continuing our partnership with KAWASAKI BUD RACING, more and more every year." said Benjamin SEBEAN, General Manager from BS BATTERY.

Offroad races are very demanding: the track become slicker every minute and the bikes can be quickly damaged.

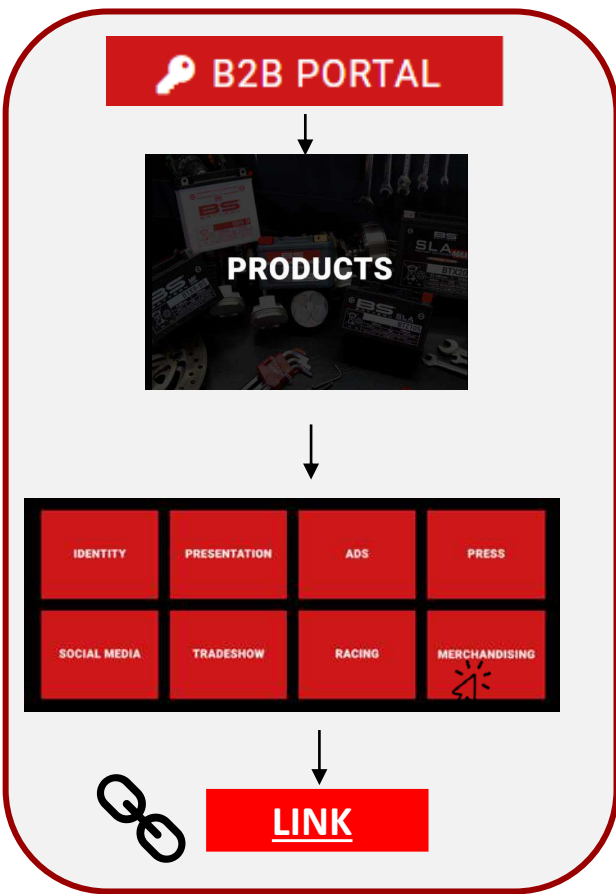
"The physical conditions of our riders and their riding skills are essential to maintain a good performance along the way. That's why we are always trying to improve the riding comfort of our pilots and facilitate their movements. Collaborating with BS BATTERY has been key for us. We reduced a lot the weight of our bikes. Thanks to their

OFFICIAL SPONSOR



Racing Media Launch Kit to promote BS x KAWASAKI MXGP partnership

- Online & Offline assets
- English text
- Ready to use



CATALOG

MERCHANDISING COLLECTION

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

- English Text
- Pdf file



ORDER TEMPLATE

BS - MERCHANDISING MATERIAL -			
QTY	DESCRIPTION	UNIT PRICE	TOTAL
1	BS BATTERY 3x3 TENT	1000	1000
1	BS BATTERY T-SHIRT	500	500
1	BS BATTERY BAG	200	200
1	BS BATTERY PEN	100	100

TEMPLATE FOR ORDER (Excel)

Order our merchandising items directly with this form.

- English Text
- Excel file
- Price included
- Includes new items



NEW ITEMS



P/N 900082



P/N 900132



P/N 900053

3x3 TENT

BS BATTERY 3x3 TENT

Design only

For any needs, please contact us

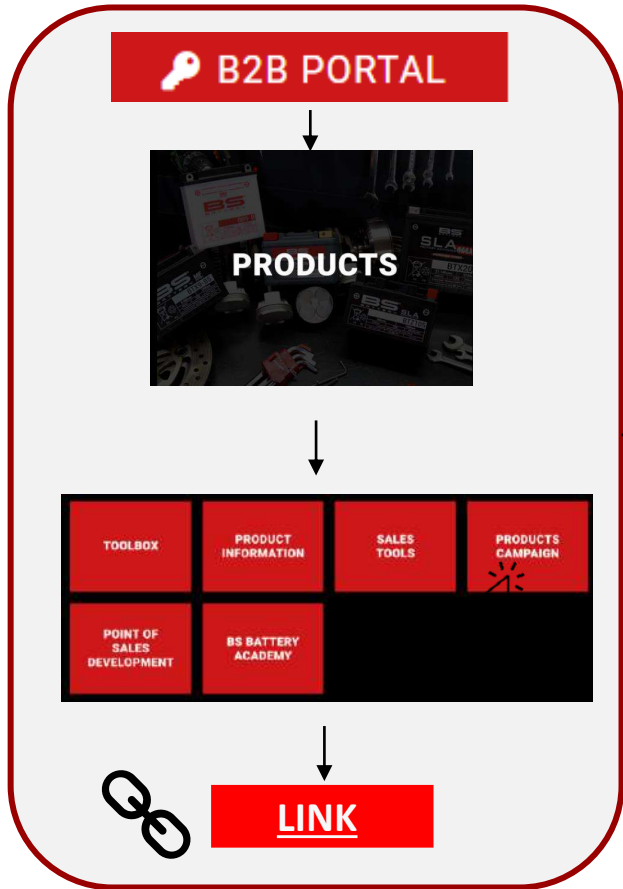




Next slides :
Discover all the content available on B2B PORTAL > « **PRODUCTS** » category



NEW PRODUCTS | Overview



Compatible for BMW Motorrad models!

BSLi-13 LAUNCH KIT
available next slides
Ref: 360113



Compatible for Africa Twin CRF1100 and CRF1000L models!

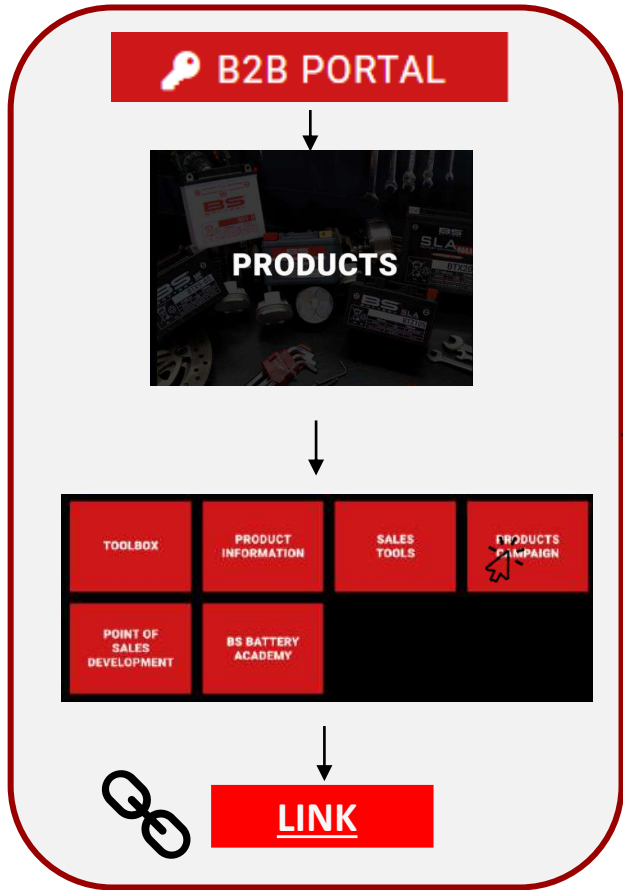
BSLi-14 LAUNCH KIT
available next slides
Ref: 360114



BTX6.5L LAUNCH KIT
available now
Ref: 300904



Power Box PB 02 LAUNCH KIT
available Mid of June 2023
Ref: 700559



NEW PRODUCTS | Launch Kit – BSLi-13

All the promotional materials combined in 1 folder to promote our new lithium model BSLi-13 - ref: 360113



Product Packshot

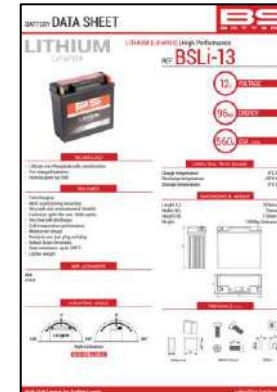


Press Realease (English)

LITHIUM

LiFePO4

Products logo



Product Datasheet

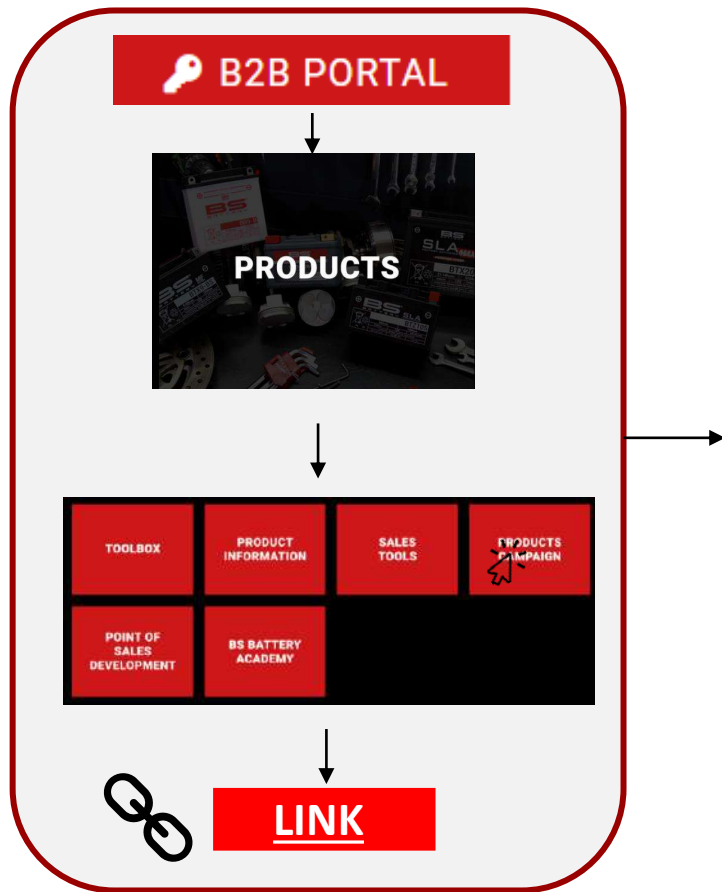


Product Video



NEW PRODUCTS | Launch Kit – BSLi-14

All the promotional materials combined in 1 folder to promote our new lithium model BSLi-14 – ref: 360114



Product Packshot



Newsletter (English)

LITHIUM

LiFePO4

Products logo

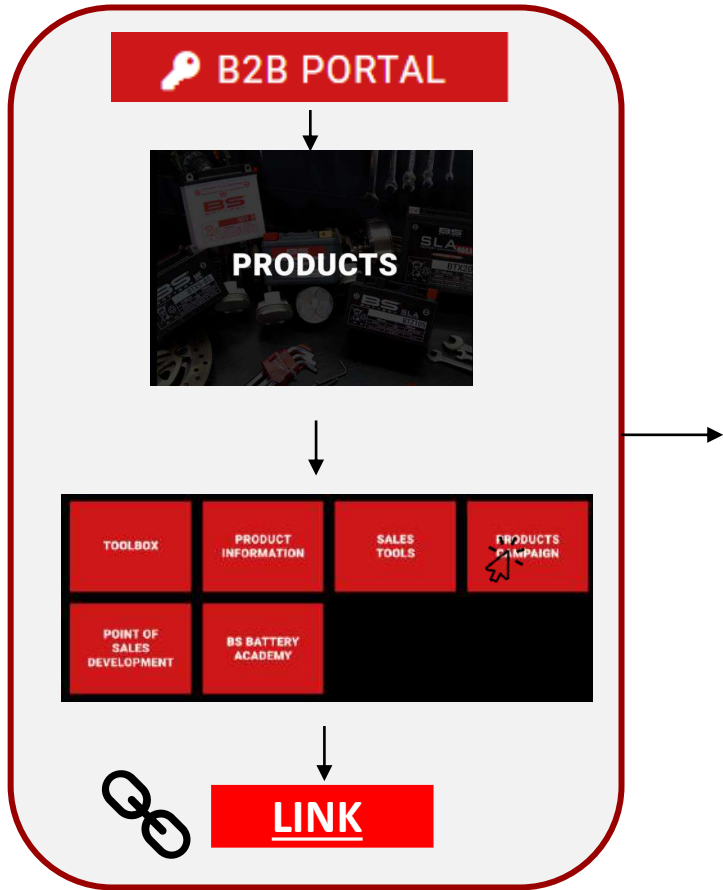


Product Datasheet



NEW PRODUCTS | Launch Kit – POWER BOX PB02

All the promotional materials combined in 1 folder to promote our new lithium booster : POWER BOX PB02 – ref : 700559



Product Packshots



Products logo



Newsletter (EN)

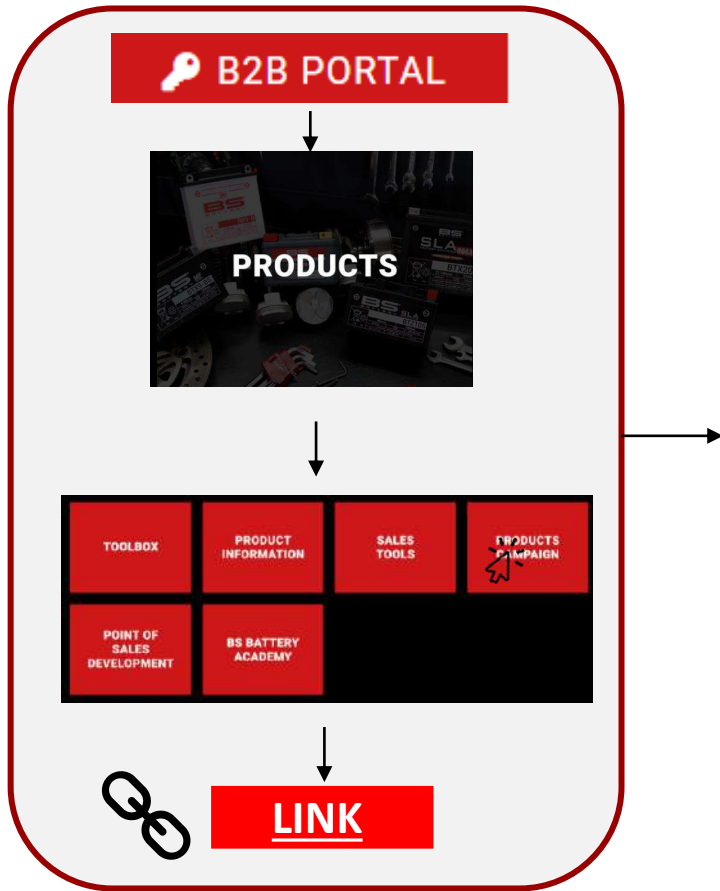


Product Datasheet



NEW PRODUCTS | Launch Kit – BTX6.5L SLA

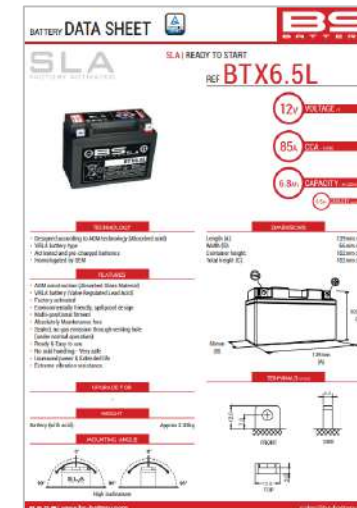
All the promotional materials combined in 1 folder to promote our new SLA
Reference : BTX6.5L - SLA ref: 300904



Product Packshot



Newsletter (English)



Product Datasheet

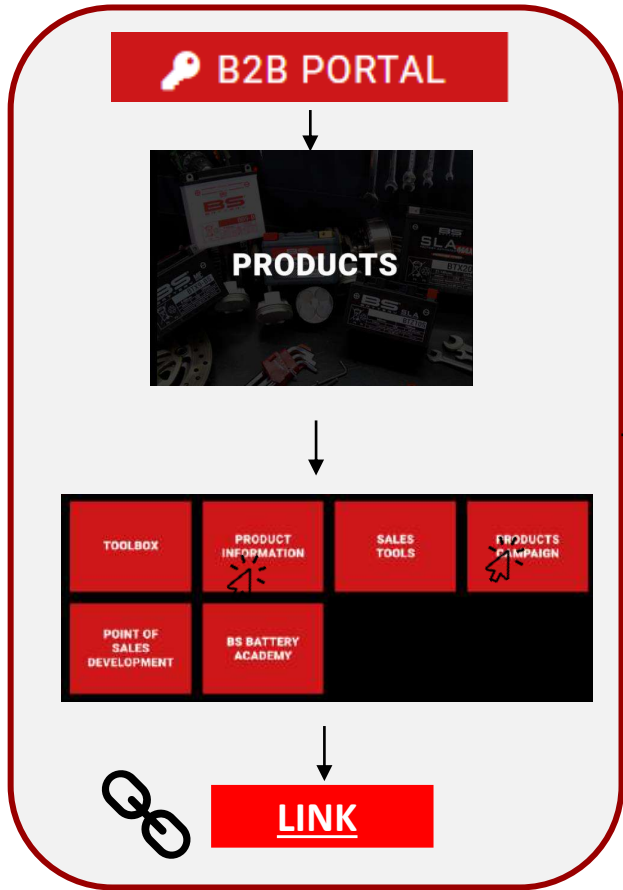


NEW DESIGN for Lithium Range - 2 references

Please update your data & products pictures on :

- BSLI-02 (Ref 36012)
- BSLI-04/06 (Ref360104)

RED top with brand engraved on it.

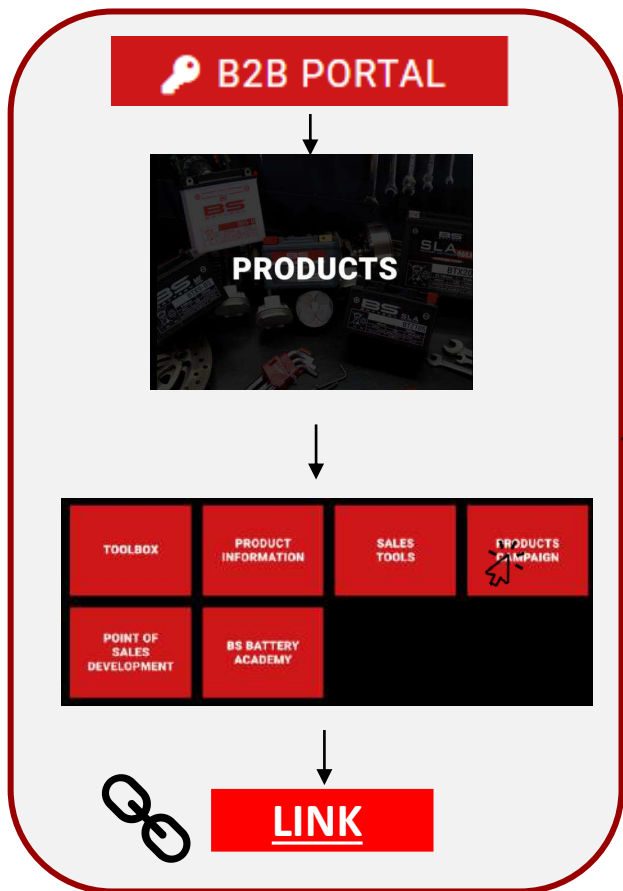


New Packshots
New product placement pictures
New Datasheet

REMINDER

NEW PRODUCTS | Launch Kit – BST1000

REMINDER : 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

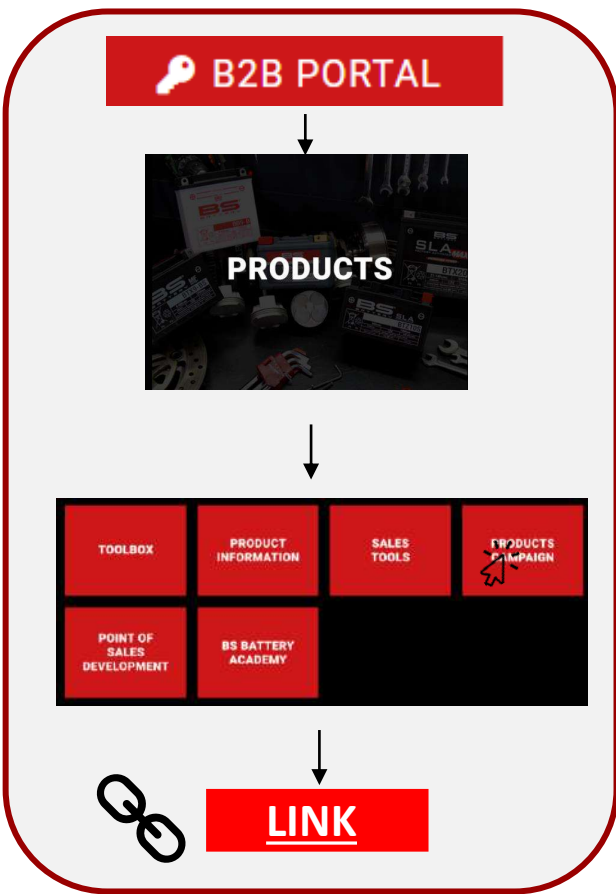
Products logo



Product Datasheet

(o o o)

REMINDER



PRODUCT CAMPAIGNS PER TECHNOLOGIES

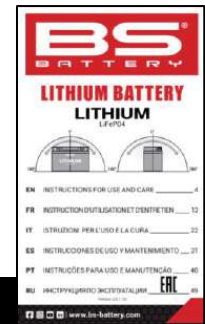
Promote each products range easily with our PRODUCT CAMPAIGNS sub-category splitted by technologies :

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

Example with *LITHIUM* range

LITHIUM

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



LITHIUM HIGH PERFORMANCE

OEM plug play

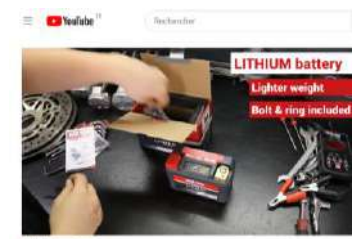
RACING & OFF ROAD

FEATURES

- Lighter weight
- Higher energy
- Longer cycle life
- Temperature stability
- Easy to install
- Wide range of applications
- Highly resistant to vibration
- Low self-discharge rate
- Wide operating temperature range
- Highly resistant to shock and vibration

TECHNICAL FEATURES LITHIUM

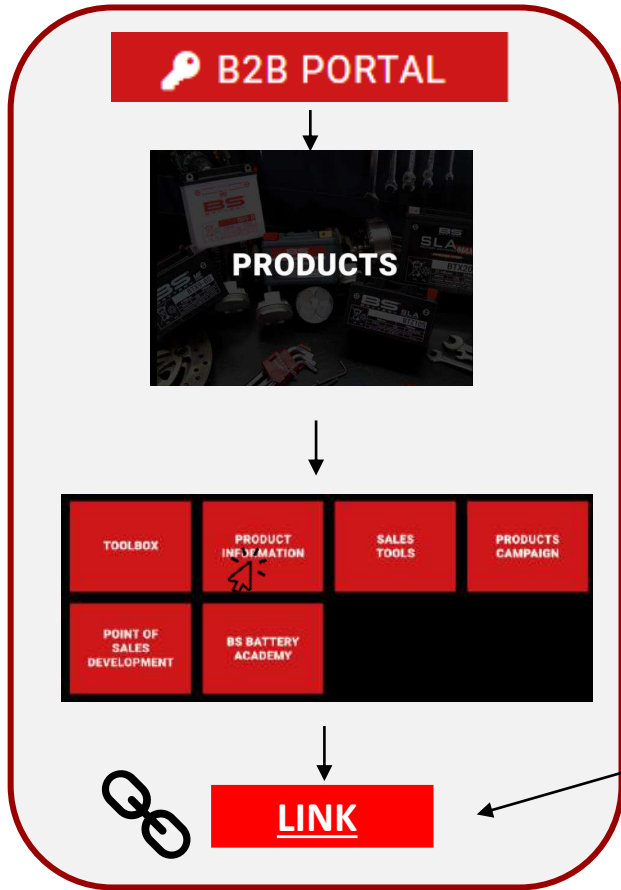
Model	V	Capacity (Ah)	Weight (kg)	Dimensions (mm)	Terminal	Accessories
BSL-03	3	2.0	0.25	50x30x25	3.5mm	
BSL-04	4	2.5	0.30	50x30x30	3.5mm	
BSL-05	5	3.0	0.35	50x30x35	3.5mm	
BSL-06	6	3.5	0.40	50x30x40	3.5mm	
BSL-07	7	4.0	0.45	50x30x45	3.5mm	
BSL-08	8	4.5	0.50	50x30x50	3.5mm	
BSL-09	9	5.0	0.55	50x30x55	3.5mm	
BSL-10	10	5.5	0.60	50x30x60	3.5mm	
BSL-12	12	6.5	0.70	50x30x70	3.5mm	
BSL-15	15	8.0	0.85	50x30x85	3.5mm	
BSL-20	20	10.5	1.10	50x30x110	3.5mm	
BSL-25	25	13.0	1.35	50x30x135	3.5mm	
BSL-30	30	15.5	1.60	50x30x160	3.5mm	
BSL-40	40	20.5	2.10	50x30x210	3.5mm	
BSL-50	50	25.5	2.60	50x30x260	3.5mm	
BSL-60	60	30.5	3.10	50x30x310	3.5mm	
BSL-70	70	35.5	3.60	50x30x360	3.5mm	
BSL-80	80	40.5	4.10	50x30x410	3.5mm	
BSL-90	90	45.5	4.60	50x30x460	3.5mm	
BSL-100	100	50.5	5.10	50x30x510	3.5mm	





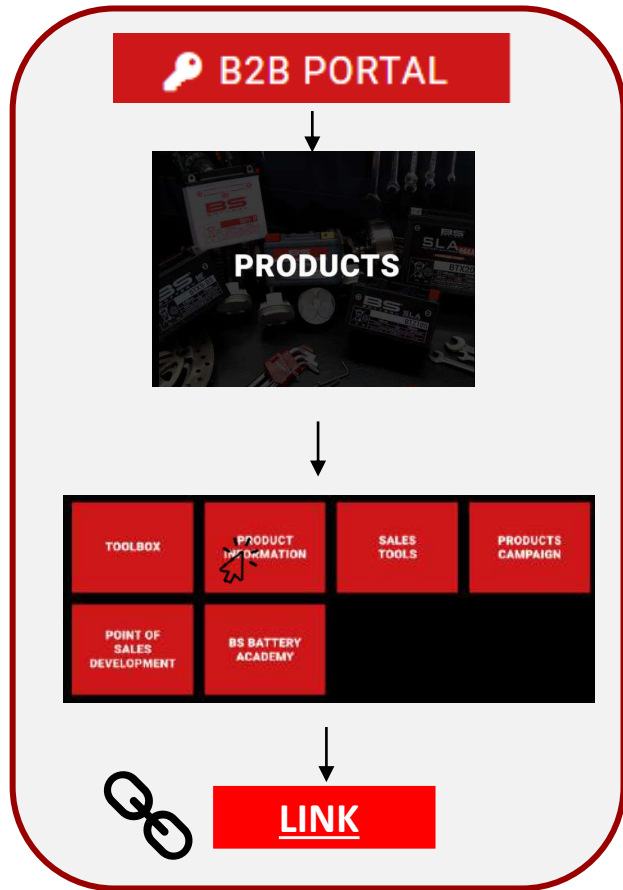
PRODUCTS UPGRADE | New datasheet

Please update your data



P/N	DESIGNATION	IMPROVEMENT
300896	BTX16H SLA MAX	CCA increased from 220A to 250A
310564	BB12AL-A/A2 DRY	BB12AL-A DRY – 310563 > Stopped BB12AL-A2 DRY – 310564 > BB12AL-A/A2
360112	BSLi-12 Lithium model	CCA increased from 440A to 560A

Datasheet has been updated accordingly



PRODUCTS DATASHEETS



BATTERY/ BOOSTER TESTERS /CHARGERS

- English Text
- Pdf file
- New versions available



PRODUCT PACKSHOTS



BATTERY/ BOOSTER TESTERS /CHARGERS

- Packshot
- .png file
- 72 DPI
- New versions available

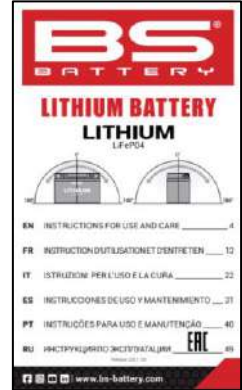


PRODUCTS MANUALS



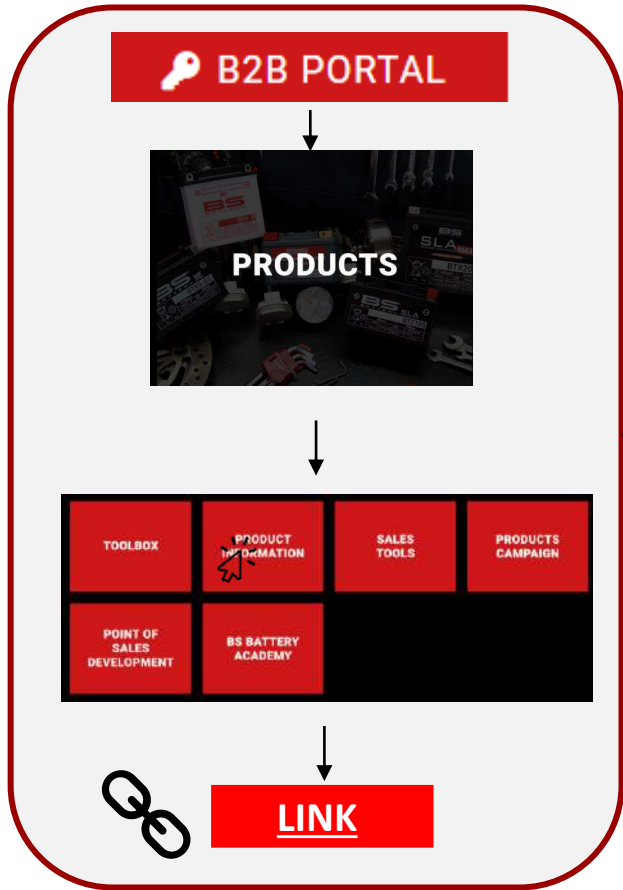
BATTERY/ BOOSTER TESTERS /CHARGERS

- EN/FR/IT/ES/PT/RU/GR Text
- Pdf file



USER GUIDE





MSDS

BATTERY/ BOOSTER TESTERS /CHARGERS

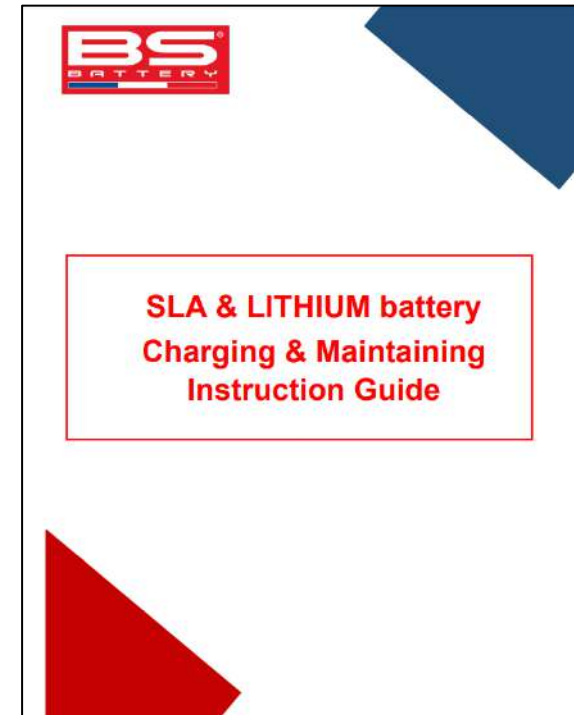
- English Text
- Pdf file
- New languages available : UK, FR, SP, IT, NL, PT, RO, SK, SL, DE, CZE



USER GUIDE

CHARGING & MAINTENANCE GUIDE

- English Text
- Pdf file
- Updated regulatory



SAFETY TRANSPORTATION CERTIFICATES

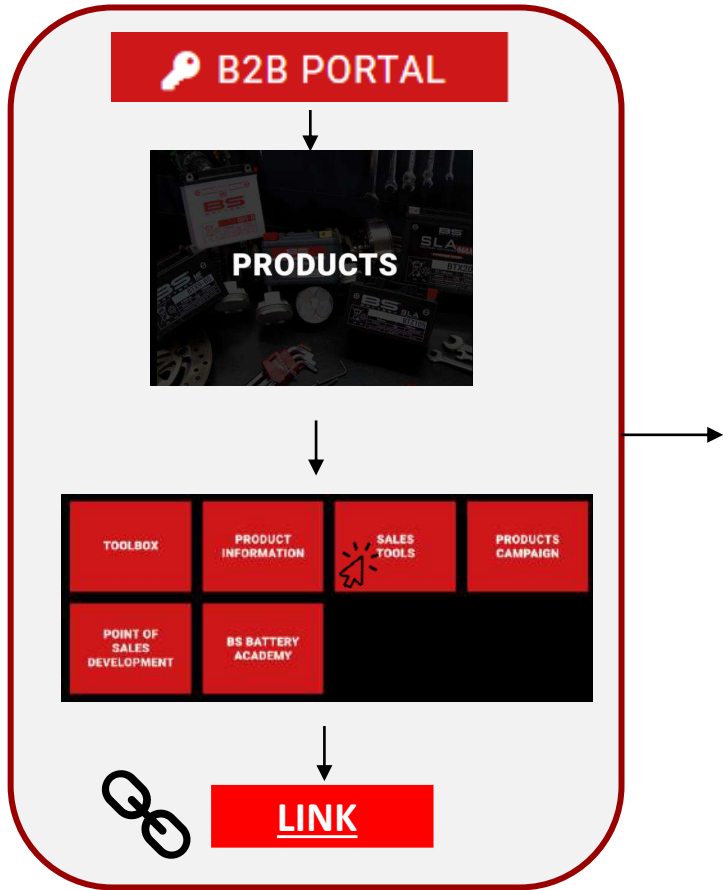
AIR/ROAD/SEA TRANSPORTATION

- English Text
- Pdf file
- Available for Lithium, SLA and ACID PACK





CATALOGUES



POWERSPORT

Discover our new 2023 catalogue with all our products !

- Pdf file & sources file
- Available in English & Spanish



POS MATERIAL

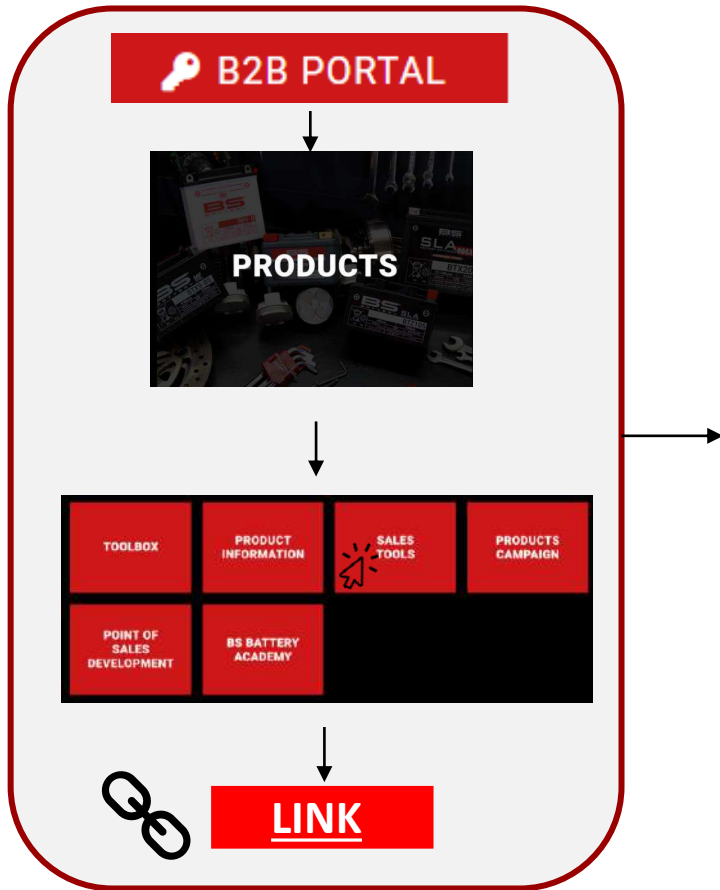
Discover our new 2023 catalogue with all our products !

- Pdf file & sources file
- Available in English





WARRANTY FORM



WARRANTY EXPERT FORM

- Help your Dealers on the Warranty Process : example > when they should accept the claims ?
- 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.

```

graph TD
    Start([Start the diagnostic]) --> Check([Check the technology of the battery])
    Check --> Dry{DRY BATTERY}
    Dry -- Yes --> P2([Go Page 2])
    Dry -- No --> MF[MF MAINTENANCE FREE BATTERY]
    MF -- Yes --> P3([Go Page 3])
    MF -- No --> SLA[SLA BATTERY]
    SLA -- Yes --> P4([Go Page 4])
    SLA -- No --> Lithium[Lithium (LiFePO4) BATTERY]
    Lithium -- Yes --> P5([Go Page 5])
    
```

(. . .)

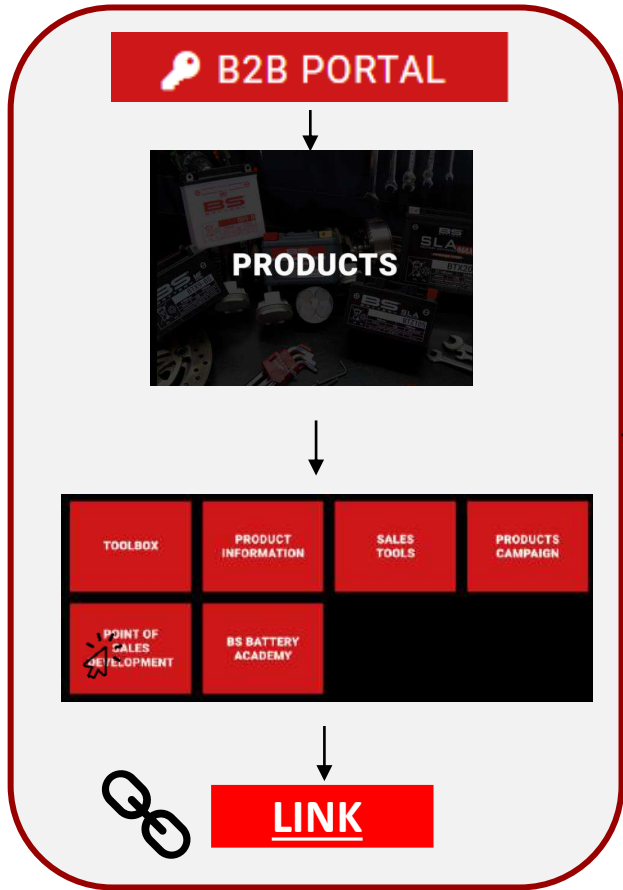
www.bs-battery.com
The Power you need.



POINT OF SALES – POSTERS FOR WALL

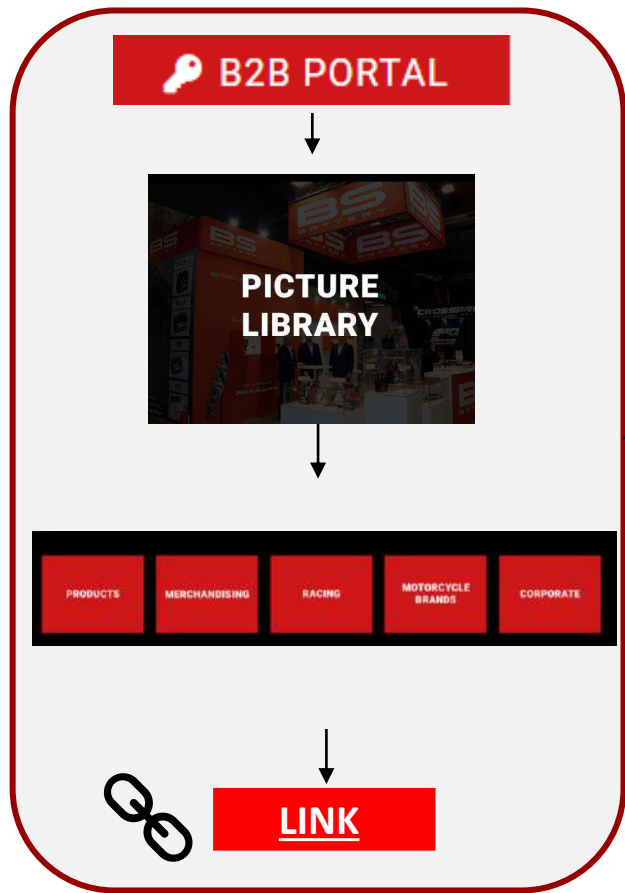
Promote our brand IN Store with our Posters for wall :

- 4 options
- Ready to adapt/use/print
- Add your company logo
- **New formats available**





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

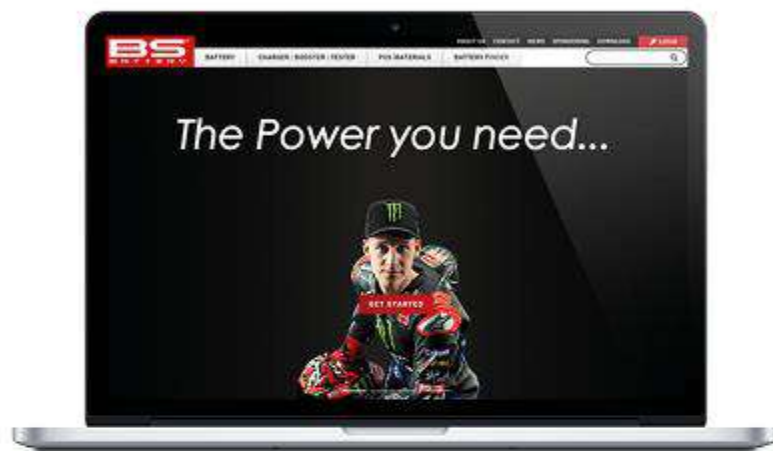


- All BS BATTERY Pictures & Videos :**
- Product (packshot & product placement)
 - Merchandising (packshot & product placement)
 - **NEW Racing (Races; Pilots; Client Experiences)**
 - Motorcycle Brands (pictures filtered by Brands)
 - Corporate (Internal Event, Tradeshow...)

PRODUCTS	MERCHANDISING	RACING	MOTORCYCLE BRANDS	CORPORATE
-----------------	----------------------	---------------	--------------------------	------------------

<p>(...)</p>	<p>(...)</p>	<p>(...) NEW</p>	<p>(...)</p>	<p>(...)</p>
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DISCOVER MORE ON



WEBSITE

www.bs-battery.com

CONTACT

BS BATTERY - Paris Headoffice (France)
sales@bs-battery.com



SOCIAL MEDIAS

 [@bsbatteryofficial](https://www.instagram.com/bsbatteryofficial)

 [@bsbattery](https://www.facebook.com/bsbattery)

 [@bsbattery](https://www.youtube.com/bsbattery)

 [@bsbattery](https://www.linkedin.com/company/bsbattery)



The Power you need...

THANK YOU
FOR YOUR ATTENTION