

## TROJAN BATTERY HISTORY



### FROM THE FAIRWAYS TO THE WATERWAYS: TROJAN BATTERY HAS OVER 85 YEARS OF DEEP CYCLE EXCELLENCE

Since 1925, Trojan Battery Company has been the world's leading manufacturer of deep cycle batteries. After serving on a submarine in World War I, George Godber started the company in the Los Angeles area with his founding partner and brother-in-law, Carl Speer. Trojan initially began by manufacturing automotive batteries and later moved into building batteries for commercial trucks. In the 1940s, Dick and Ray Godber joined the company, ushering in the second generation of family leadership. Sensing that deep cycle technology was the wave of the future, the company began focusing on this area.

In 1952, Trojan pioneered the first deep cycle golf car battery. Trojan teamed up with Autoette to design a vehicle for a physically-challenged golfer, enabling him to play the game. This began a legacy of leadership in the electric golf car industry that prevails today. Trojan maroon batteries now power golf cars on over 98% of the US's top golf courses.

In the 1960s, the company expanded its line of deep cycle batteries and moved to Santa Fe Springs in Southern California. Growth continued into the 1970s with the addition of batteries for floor machine, marine, construction and various industrial applications.

The 1980s saw continued growth as the company moved into its current location and acquired its first eastern facility near Atlanta, Georgia. In 1992, Trojan established a state-of-the-art Technology Center, dedicated to advanced product design and development. To this day, Trojan prides itself as the leading design and test facility for deep cycle batteries.

Now in its third generation of family leadership, under President and CEO Rick Godber, Trojan is dedicated to designing and building premium maroon, Trojan-branded deep cycle batteries for various applications, including Golf and Utility Vehicles, Floor Machines, Aerial Work Platforms, Commercial trucks, Marine vessels, Recreational Vehicles, Medical Mobility, Neighborhood Electric Vehicles and Renewable Energy systems.

All of Trojan's products are backed by outstanding technical support and customer service. With a worldwide network of Trojan Master Distributors, plus numerous dealers and a growing retail presence, Trojan products are truly powering the planet.

The Trojan Battery team is proud of the company's heritage and the premium batteries that we offer; hence the motto: Clean energy for life.™

### SINCE 1925: A PROUD HERITAGE, MAJOR CORPORATE MILESTONES

**1925:** World War I is over, and the Roaring 20's are in full swing. Trojan Battery Company is founded by George Godber and Carl Speer.

**1952:** Trojan invents the electric golf car battery for the Autoette vehicle so a physically-challenged golfer can enjoy the game he loves.

**1985:** Trojan develops the Maxguard® Advanced Design Separator - making Trojan the only battery with this proprietary technology, designed to increase battery life and improve performance.

**1988:** Trojan purchases ALCO Battery in Lithonia, Georgia which opens up the company's first East Coast manufacturing capability.

**1992:** Trojan establishes the Trojan Technology Center, a state-of-the-art research and development facility,

located in Santa Fe Springs, CA.

**1993:** Trojan joins world class organizations, such as Owens-Corning and Tiffany, by trademarking a color as a symbol of quality, reliability and excellence. Only genuine Trojan Batteries come in the distinctive maroon case that makes us stand out from the rest.

**2004:** Trojan develops and launches its new line of spill-proof AGM maintenance-free batteries.

**2005:** ISO certified in Lithonia, GA.

**2005:** Trojan launches its new consumer Marine/RV™ brand, consistent with its continuing growth and retail distribution in these categories.

**2006:** ISO certified in Santa Fe Springs, CA.

**2006:** Groundbreaking of new Trojan Battery plant in Sandersville, GA.

**2007:** Trojan launches the innovative Plus Series™ deep cycle battery line.

**2007:** Trojan launches its new line of spill-proof Deep-Cycle Gel™ maintenance-free batteries.

**2007:** Expands its manufacturing capacity by opening its fourth manufacturing facility in Sandersville, GA

**2007:** Trojan establishes an East Coast battery test lab in its Sandersville facility.

**2008:** Trojan launches its new AC Series line of scrubber batteries featuring performance and value.

**2008:** Trojan launches its new RE Series, designed specifically for Renewable Energy applications.

**2009:** Trojan launches the new HydroLink™ Watering System for faster, safer and easiser watering.

**2009:** Trojan launches the new Cycling AGM batteries with improved cycling power and sealed maintenance free convenience.

**2009:** Trojan launches its new OverDrive™ AGM 31 sealed heavy duty batteries for idling reduction in the commercial/heavy duty trucks.

**2009:** Trojan receives ISO 9001:2008 certification for its California and Georgia operations.

**2009:** Trojan introduces T2 Technology for its flooded deep cycle batteries, featuring a series of improvements that deliver greater maximum sustained performance, long life and increased total energy.