

Anyone who operates a truck or manages a fleet knows the importance of protecting their operation through efficiency and reliability. Products need to last, especially batteries, because trucks need to run. **Downtime ruins everything.**

Having the right battery
in the right application has
never been so important!



It's the Right Time for Uptime.

FAHRENHEIT® — an exclusive battery technology that extends battery life.

Fahrenheit commercial batteries are the only batteries with Thermal Shielding Technology. This technology not only protects from the heat and extraordinary conditions but also excels in everyday ordinary conditions – keeping trucks and fleets performing at their best. Special innovations provide longer cycle service than AGM products not equipped with this technology (50% longer under high heat tests).

- **LIFE EXTENDING CATALYST**

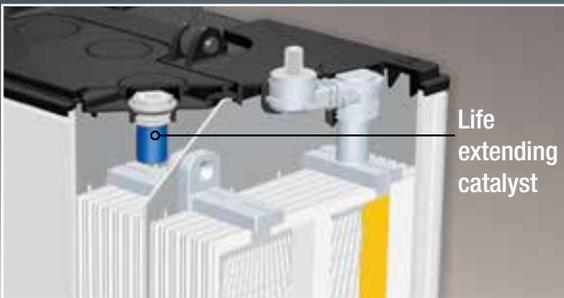
Avoids no-starts by protecting performance and extending cycle life.

- **FAHRENHEIT CASE & COVER**

Exclusive reinforced design safeguards performance from heat, frequent use, and vibration damage.

- **TEMPX ALLOY™**

Allayed for high heat protection and to optimize power flow.



ADVANCED STARTING AND CYCLE SERVICE TECHNOLOGY.

It's a constant battle.

Win the fight with Fahrenheit technology.

Trucks travel farther, are used harder, and are asked to provide more features and electronics than ever before. Truck parts need to last, especially batteries. Because trucks need to start and more downtime can ruin reputations and relationships.

Ideal applications: All class 6, 7, & 8 trucks 2011 or newer that benefit from AGM power.

ARE YOU READY TO WIN THE FIGHT? Bring Thermal Shielding Technology into the battle.



THE ONLY DESIGN WITH THERMAL SHIELDING TECHNOLOGY

Learn more about Fahrenheit at FAHRENHEIT31.com

YOU SHOULDN'T NEED A GPS TO NAVIGATE THE CORRECT BATTERY CHOICE.

There are more demands, changes, and pressures than ever before on today's drivers and fleets. Having the right type of battery that provides the right type of service has never been so important.

WHICH TYPE OF BATTERY SERVICE BEST MEETS YOUR NEEDS?

Starting, cycling, or the best of both?

STARTING SERVICE

Certain types of trucks can function on Starting batteries like Day Cab, Dump Trucks, Line Haul, Mixers, and Loggers. Starting Batteries provide high starting and minimal cycle service. However, even these types of HD trucks are evolving to need more cycle service power for extra electronics and auxiliary loads.

CYCLE SERVICE

Accessory power requirements have increased along with key-off loads. This creates many scenarios where the minimal cycle service of a starting battery would not be enough. Cycle Service (or sometimes called Dual Purpose) batteries are better equipped to withstand multiple electrical loads, while providing ample cranking power to start the engine. The list of truck applications expands to Sleeper Cabs, Day Cab, Delivery Trucks, School Buses, Lift Gates, and Reefer Units where the battery is designed to handle additional cycle service needs.

FAHRENHEIT – THE BEST OF BOTH

Newer trucks are the hardest on batteries. They cycle the battery often and have more hotel loads. AGM designs were developed to handle these increasingly rigorous demands. Since 2011, truck designs have caused battery boxes to reach much higher temperatures – some even 140°F and beyond. Heat is detrimental to batteries so a new type of AGM battery was developed with a special Thermal Shielding Technology called Fahrenheit. With its protection against higher temperatures and a reinforced cycle service AGM design, it is the necessary choice for most HD trucks including Day Cab, Sleeper Cab, Dump Truck, Refer Truck, Lift Gate, or Line Haul, Mixers.



WE'RE HERE TO HELP.

If you have more questions about which type of batteries are right for your application, go to **www.fahrenheit31.com** and ask us anytime on our FAHRENHEIT HOTLINE form.

FAHRENHEIT® — an exclusive battery technology that extends battery life.

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• LIFE EXTENDING CATALYST

Avoids no-starts by protecting performance and extending cycle life.

• FAHRENHEIT CASE & COVER

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• TEMPX ALLOY™

Alloyed for high heat protection and to optimize power flow.



ADVANCED STARTING AND CYCLE SERVICE TECHNOLOGY.

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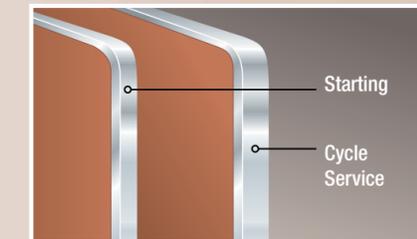
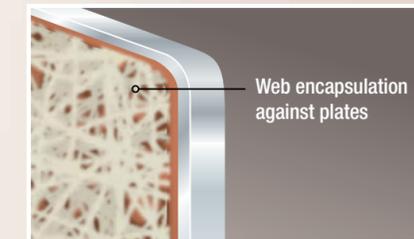
CYCLE SERVICE/STARTING — equipped to withstand demanding electrical loads.



Many of today's trucks have more and more accessory power requirements. Combine this with anti-idling, and you may need much more than a starting battery. Deka batteries built for cycle service are designed to withstand demanding electrical loads, while providing plenty of cranking power to start the engine.

IDEAL APPLICATIONS: *Sleeper Cabs, Day Cab, Delivery Trucks, School Buses, Lift Gates, and Reefer Units*

- Maintenance-Free for maximum convenience.
- Will not buckle under multiple charge and discharge service typical of commercial vehicle use.
- Specially formulated oxide — more cycle service durability and longer, reliable life.
- Web Encapsulation™ — protects positive plate performance in cycling service applications.
- Exclusive demineralized electrolyte — eliminates impurities and “trace” metals that can shorten battery life.
- Reinforced for cycle service with a heavier plate design.



DEKA — WHEN DEPENDABILITY MATTERS MOST

HEAVY-DUTY STARTING — offer high starting service.

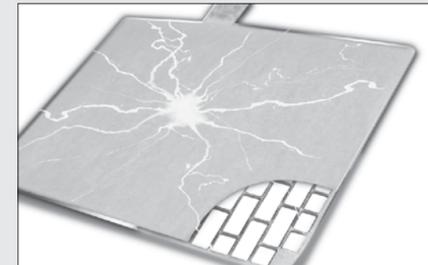


Heavy-duty power from premium-grade starting batteries designed to deliver day-in and day-out dependability. Deka Precision Built batteries have the high cranking performance and special durability enhancing features that bring even the toughest engines to life, start-after-start.

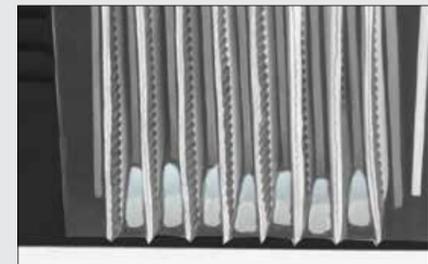
IDEAL APPLICATIONS: *Day Cab, Dump Trucks, Line Haul, Mixers, and Loggers*

- Maintenance-Free for maximum convenience.
- Secured plates — pounding vibration resistant.
- Full framed grids — direct all available cranking power to terminals.
- Exclusive demineralized electrolyte — eliminates impurities and “trace” metals that can shorten battery life.

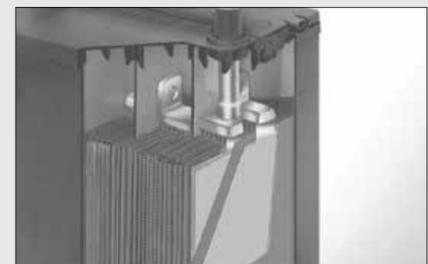
PRECISION BUILT — with the following quality features



Compu-Press™ high-density grid structure in a power optimizing plate maximizes durability, cranking performance, and extends battery life.



Reinforced with anchor-bonding for durability and strength.



Fortified current carrying components resist vibration and maximize performance throughout the battery's life.



CENTRAL SERVICES



AUTOMOTIVE BATTERY PLANT A-3



SMELTER AND REFINERY



DISTRIBUTION CENTER



SPECIALTY BATTERY PLANT S-1



KELLER TECHNICAL CENTER



CABLE AND WIRE PLANT



INDUSTRIAL BATTERY PLANT



INJECTION MOLDING / FLEET MAINTENANCE



CORYDON, IA BATTERY PLANT A-5

WORLD'S LARGEST AND MOST MODERN SINGLE-SITE BATTERY MANUFACTURING FACILITY

Since 1946, East Penn has been producing high quality batteries and battery accessories for the automotive, commercial, marine, industrial, stationary, and specialty markets.

Facilities at its 520-acre manufacturing complex at Lyon Station, PA include four automotive battery plants, an industrial battery plant, a specialty battery plant, a state-of-the-art oxide facility, an innovative recycling infrastructure, and dozens of vertically integrated capabilities and other support facilities. An additional manufacturing facility in Corydon, IA helps accommodate widespread growth. East Penn owns and operates a wire, cable, and battery accessory plant and a multiple facility distribution center just miles away from its Lyon Station complex.

New high-tech facilities and computer monitoring and control systems have made the company an industry leader in advanced battery manufacturing.

East Penn's quality manufacturing is recognized worldwide and has met the global requirements of ISO 9001 and IATF 16949 certification standards. East Penn is also a leader in innovative recycling and has met global environmental requirements of ISO 14001 certification standards.

Staffed with a long-term management team, East Penn is an independent company committed to the future and dedicated to producing high-class products and service to assure complete satisfaction, above and beyond the industry standard, to our partners and customers worldwide.

QUALITY SYSTEM
CERTIFIED
ISO 9001
LYONS • TOPTON • KUTZTOWN
ALBURTIS • CORYDON

ENVIRONMENTAL
SYSTEM CERTIFIED
ISO 14001
LYONS • TOPTON
KUTZTOWN

QUALITY SYSTEM
CERTIFIED
IATF 16949
LYONS • TOPTON

MEMBER:
ATA
AMERICAN TRUCKING
ASSOCIATION
TMC
TECHNOLOGY &
MAINTENANCE COUNCIL



East Penn Manufacturing Co.

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