

# POWER UP YOUR SUCCESS



The Leading Battery Program in  
North America Just Got Better



# SERVICE LIKE NO OTHER

Offer your customers top-quality batteries and coast-to-coast warranty coverage from a trusted leader with more than 65 years in the industry.

## CUSTOMIZED ASSORTMENT

Helping grow your business is your Route Sales Manager's (RSM's) business. As your battery expert, your RSM works to optimize your inventory with the right batteries in the right quantities so you can capture every battery sale.

## HOT-SHOT DELIVERY

Need a battery but don't have it in stock? Give us a call, and we'll make sure you get the battery you need.

## PRODUCT ROTATION

Batteries need to be fresh to serve your customers well. Your route service includes consistent product rotation, which extends the life of batteries and ensures fresh products on every shelf.

## BATTERY TESTING PROGRAM

Equip your team with the industry's most advanced battery tester. Discover new opportunities to build loyalty and trust, and save your customers from getting stranded by a failed battery.

**OUR WARRANTY  
IS HONORED AT  
10x MORE  
LOCATIONS  
THAN ANY OTHER BRAND**

Interstate® batteries deliver long life supported by a coast-to-coast warranty.

## GREEN STANDARD RECYCLING SYSTEM

We care about our communities and our neighbors. That's why we recycle more batteries than we sell. Interstate Batteries® helps keep more than 2.5 billion pounds of trash out of landfills every year by recycling car batteries.

Our battery handling and transportation practices surpass federal regulations, reduce the risk of transportation fines and help to protect the environment.



# AUTOMOTIVE BATTERIES



## MTZ AGM 48-MONTH FREE REPLACEMENT WARRANTY

LIFE

STARTING POWER

POWER for Accessories and Plug-in Devices

PRICE

Ultimate Pure Matrix™ power and vibration resistance  
3X the life of conventional flooded batteries and 2X the life of lead-alloy AGM batteries

40% more cranking power while still powering accessories

For those looking for a supreme quality AGM battery



## MTX AGM 36-MONTH FREE REPLACEMENT WARRANTY

LIFE

STARTING POWER

POWER for Accessories and Plug-in Devices

PRICE

Superior starting power and vibration resistance  
2X the life of conventional flooded batteries

For vehicles that require AGM or use a lot of accessories and plug-ins



## MTP 30-MONTH FREE REPLACEMENT WARRANTY WITH 6-YEAR PERFORMANCE WARRANTY

LIFE

STARTING POWER

POWER for Accessories and Plug-in Devices

PRICE

Our best flooded, non-AGM battery  
Longest life in cold to moderate climates\*

Ideal for customers wanting to meet OEM specifications



## MT 24-MONTH FREE REPLACEMENT WARRANTY WITH 5-YEAR PERFORMANCE WARRANTY

LIFE

STARTING POWER

POWER for Accessories and Plug-in Devices

PRICE

Our better flooded, non-AGM battery  
 Standard high accessory cycle life

Midrange performance life and starting power



## M 18-MONTH FREE REPLACEMENT WARRANTY

LIFE

STARTING POWER

POWER for Accessories and Plug-in Devices

PRICE

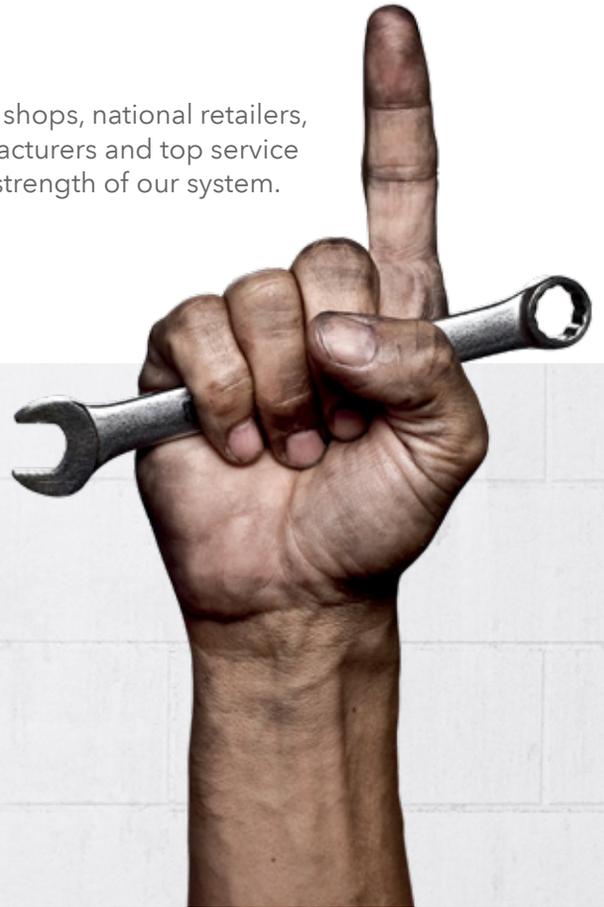
Standard performance life  
For value-minded customer

Standard high accessory cycle life

\*Based on our recommendations by climate zones, MTP and MT batteries can achieve longer life with select Group Sizes.

# COMPANY WE KEEP

Independent auto repair shops, national retailers, major automotive manufacturers and top service brands benefit from the strength of our system.



# AUTO TECHS CHOICE SINCE 2007

FROST &  
SULLIVAN

# NATIONAL ADS LOCAL CONNECTIONS

TWITTER.COM/  
INTERSTATEBATTS



FACEBOOK.COM/  
INTERSTATEBATTERIES



For more than 65 years, we've been getting people to where they want to be. Your customers know Interstate Batteries®. They see us on national TV advertising. They follow us on social media. They even watch us in the Monster Energy® NASCAR® Cup Series.

Choose the partner your customers already know and trust, Interstate Batteries. Let our brand powerhouse drive new customers to your door.



TO SEE OUR LATEST TELEVISION ADS, VISIT INTERSTATEBATTERIES.COM.

# PERFORMANCE WARRANTY

At Interstate, we stand by our batteries. Our performance warranty provides peace of mind throughout the total expected battery life. You can count on our quick hassle-free warranty to cover you anywhere coast to coast.

## IT'S SIMPLE.

No calculations required.

## IT'S CLEAR.

Adjustment prices are clearly indicated, making it easy to explain to your customers.

## IT'S AS RELIABLE AS EVER.

The warranty remains hassle-free and honored nationwide.

***"I've never been hassled over warrantying a battery, period."***

- Jim K., Independent Interstate Batteries Dealer, Dallas, TX

## OTHER LINES

Our automotive batteries made us famous, but Interstate offers you the inventory to sell everything from marine to RV batteries and beyond.



# INCREASE THE POWER OF YOUR SELLING PROPOSITION

Interstate Batteries is a national powerhouse rooted in local businesses across the U.S., Canada, Latin America and the Caribbean. When you install an Interstate battery, you're plugging into our powerful community of trust and experience.

## CONSIGNMENT

No up-front payment (frees up cash for your business)

No ordering

## COMPLETE SERVICE

Customized local service

Product rotation ensuring fresh inventory

Hot-shot delivery

Industry-leading battery testing program

Green Standard recycling program

## PROVEN QUALITY

Built to the highest industry standards

Long-Life Selection Process

Innovation Lab to test and verify products

## PERFORMANCE WARRANTY

Covered coast-to-coast by a nationwide warranty

## LEADING BRAND

America's No. 1 replacement battery brand

Recognized "Overall Best Battery Brand" by automotive technicians (Frost & Sullivan)

Founding Joe Gibbs Racing (NASCAR team) sponsor

Award-winning national TV and Internet ads

## MERCHANDISING SUPPORT

Signs, racks, banners, counter mats and more