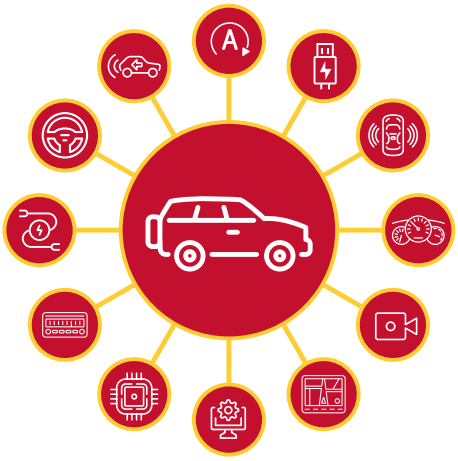
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AUTOMOTIVE EFB



OEMs Making the Shift to EFB

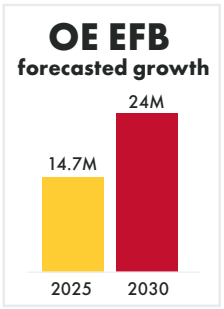


500% increase in vehicle electronics over the past 20 years

Modern vehicles require cycling batteries (EFB/AGM) to support high electrical demands, start-stop and hybrid technology.

GROWTH OF START-STOP AND HYBRID
Over 60% of new cars sold in the U.S. are start-stop or hybrid.

OE EFB – INCREASING IN THE MARKET
More OEMs are moving to an Enhanced Flooded Battery (EFB) to meet the power demands of today's vehicles.



*EFB IS DIFFERENT: BUILT TO LAST UNDER INCREASED DEMANDS

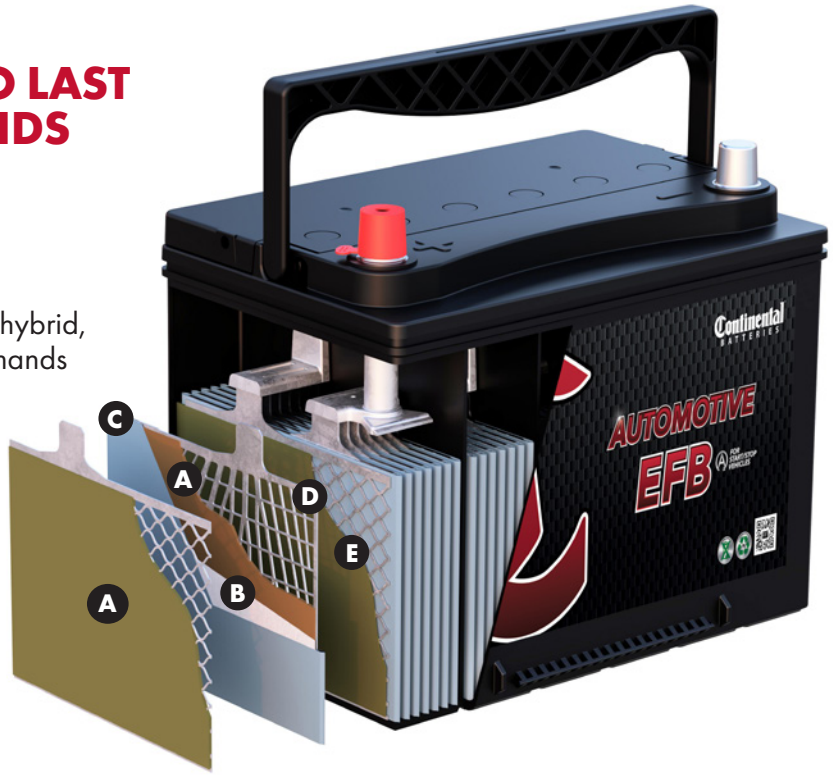
A Increased Paste Density
Greater cycling & longer life

B Glass Mat Retainer
Increased durability to support start-stop & hybrid, ensuring power for increased electrical demands

C Full Frame Robust Positive Grid
Enhances grid strength

D Thicker Positive Grid
Resists corrosion, extends battery life

E Proprietary Carbon Additive
Faster recharging, providing dependable power



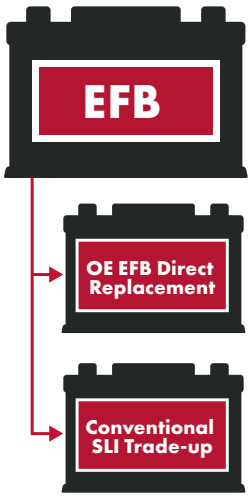
*Compared to conventional SLI batteries

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EFB | ENHANCED FLOODED BATTERY

VEHICLES IN OPERATION (VIO) TECHNOLOGY DRIVING DEMAND

Rapid OEM adoption of cycling batteries (EFB/AGM) over the past 10 years is creating a wave of vehicles coming out of warranty, needing a replacement battery.

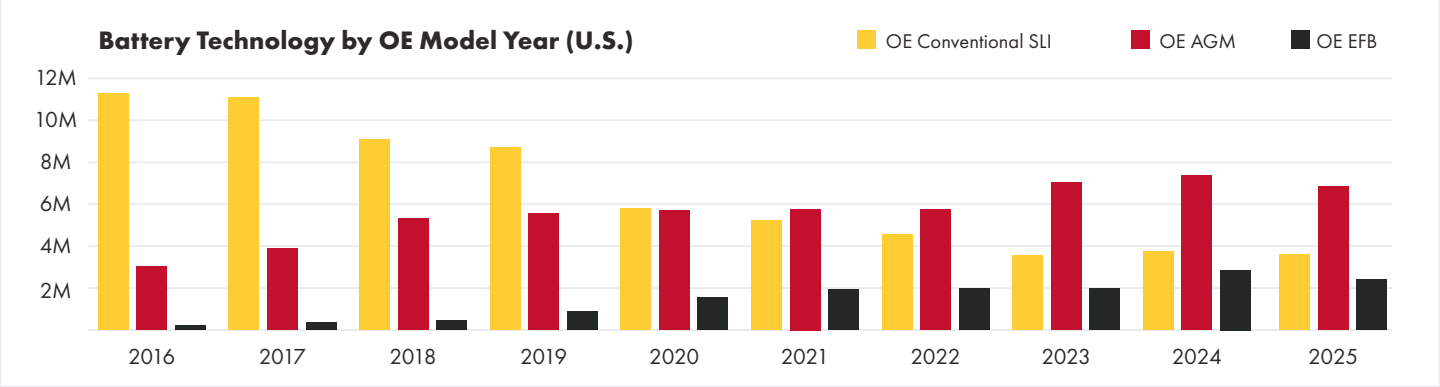


EFBS GIVE INSTALLERS REPLACEMENT OPTIONS:

EFB AS A DIRECT REPLACEMENT
OE EFB - like for like technology

REPLACING FOR SLI
Attractive trade-up from Conventional SLI applications with high electrical loads.

- EFB delivers superior heat protection
- EFB is a premium product, affordable, with a 4-year warranty



Our EFB offering provides coverage for vehicles requiring a cycling product (EFB/AGM and gives consumers the reassurance of a superior replacement for their conventional battery.

Group Size	CCA	CA	RC @ 25amps	Ah @ 20hr	Auto Make
24	750	935	130	76	Acura, Chevrolet, Honda, Nissan, Lexus, Scion, Toyota
24F	750	935	130	76	Acura, Honda, **Infiniti**, Lexus, Nissan, **Toyota**
27F	810	1010	140	77	Lexus, Nissan, Toyota
34	750	935	120	74	Buick, Chevrolet, Chrysler, Dodge, Jeep, Nissan, Pontiac
35	620	775	100	65	Honda, **Infiniti**, **Mazda**, Mitsubishi, Nissan, **Subaru**, Toyota
51R	500	625	80	50	Acura, Honda, Nissan
65	750	900	130	84	Dodge, Ford, Lincoln, Mercury
78	750	935	12	74	Buick, Chevrolet, GMC
H5/L2/47	650	810	110	61	BMW, Buick, Chevrolet, GMC, **Honda**, Hyundai, Jeep, Kia, Mercedes-Benz, Mini, **Nissan**, **Subaru**, Toyota, **Volkswagen**
H6/L3/48	750	935	120	74	Acura, **Audi**, Buick, Cadillac, Chevrolet, **Ford**, GMC, Honda, Hyundai, **Infiniti**, Jeep, Kia, **Lexus**, Mercedes-Benz, **Mitsubishi**, **Nissan**, **Toyota**, **Volkswagen**
H7/L4/94R	800	1000	150	85	**Audi**, **BMW**, Buick, Cadillac, Chevrolet, Chrysler, Dodge, Ford, GMC, Hyundai, Jeep, Kia, **Lexus**, **Mini**, RAM, **Toyota**
H8/L5/49	850	1060	170	98	**Alfa Romeo**, **Audi**, BMW, Chevrolet, Dodge, Hyundai, Jaguar, Jeep, Land Rover, Mercedes-Benz, Porsche, RAM, Volkswagen, Volvo

***Bold indicates OE EFB**
OES (Original Equipment Supplier) battery replacement in select applications.

Learn more at ***www.continentalbattery.com***

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