



# LION

The King of Batteries

## Automotive

[www.lionbatteries.com.au](http://www.lionbatteries.com.au)



# LION AUTOMOTIVE BATTERIES

Lion Batteries is an Australian owned family business serving the Australian battery market for over 60 years. Lion's long term relationship with SeBang Global Battery Company in South Korea ensures our automotive battery range is at the forefront of world battery technology, specification and performance.

The Lion Batteries automotive range offers 3 alternatives from a Conventional Low Maintenance range for the more traditional buyer supported by an Economy SMF range for the price conscious buyer and a Premium SMF range offering a complete range of automotive batteries for all applications including Passenger, Truck, Euro Din, Agriculture, Marine, Deep Cycle and AGM/EFB Stop Start variants. The distinctive Black, Blue and Red livery on Lion Batteries provides an attractive retail and trade product offering in your business.

With Lion Batteries you can have confidence in selling quality products and prominent brands, supported by a technically competent and customer focussed Australian owned family company.

Full details of the Lion Batteries product range, technical information and warranty conditions are available at [www.lionbatteries.com.au](http://www.lionbatteries.com.au)

## THE LION AUTOMOTIVE RANGE

### LION BLACK *CONVENTIONAL LOW MAINTENANCE*



Lion's Conventional Low Maintenance range of vent plug accessible batteries offers customers the option of price effective conventional batteries across 28 fast moving part numbers. Featuring a white case, black lid and a black Lion label the range is positioned for those customers who are seeking the benefit of vent plug accessibility for fluid top up, often required in harsh operating conditions. The "Lion Black" range is competitively priced to suit the more cost conscious customer yet still features a premium Calcium/Calcium design to provide extended life and performance.

### LION BLUE *ECONOMY SEALED MAINTENANCE FREE (SMF)*



Lion's Economy Sealed Maintenance Free (SMF) range of Calcium/Calcium design batteries offer a fast moving range of quality SMF products at a competitive price position. The "Lion Blue" range covers fast moving products across Passenger, Truck and Agricultural applications as well as selected Euro Din and Marine products. Customers seeking the high quality of an SMF SeBang Global manufactured battery at a competitive price point linked to CCA capacity will benefit from this range.

### LION RED *PREMIUM SEALED MAINTENANCE FREE (SMF)*



Lion's Premium Sealed Maintenance Free (SMF) range of Calcium/Calcium design batteries offer a complete range across all market segments including the latest technology AGM/EFB design batteries for Stop Start vehicles, a comprehensive Euro Din range and high crank dual purpose automotive deep cycle and marine applications. The "Lion Red" range of SMF batteries offer a premium position in terms of quality manufacture, capacity and long life performance. Customers seeking a high quality battery at OE specification capacity will benefit from a true value for money proposition in this range. The distinctive black case, red top, red label livery will stand out as a premium range in any retail or trade business.



# BATTERIES FOR ALL MARKET SEGMENTS

The Lion Automotive Range fully covers all market segments and applications for the Australian Automotive market. The Lion Black Conventional range and the Lion Blue Economy SMF range offer short ranges of fast moving products whereas the Lion Red Premium SMF range offers complete coverage in OE specification capacity batteries including new technology AGM/EFB batteries for Stop Start applications, dual purpose Deep Cycle, Marine and a full range of Euro Din and Euro Din Tall fitments for European vehicles.

	LION BLACK	LION BLUE	LION RED
Passenger	✓	✓	✓
Truck	✓	✓	✓
Agriculture	✓	✓	✓
Euro Din	✓ *	✓ *	✓
Marine		✓ *	✓
AGM/EFB Stop Start			✓
Dual Purpose Deep Cycle			✓

\* Short Range

# THE RIGHT BATTERY FOR YOUR BUSINESS

The Lion range of automotive batteries is designed to suit the needs of every business model and we can tailor our product ranges to meet the specific needs of your business and your customers. The options available within our Lion Black, Lion Blue and Premium Lion Red ranges offer customers the ultimate in flexibility across key product features and benefits, giving a true value for money proposition.

	LION BLACK	LION BLUE	LION RED
Battery Design	Conventional	SMF	SMF
Calcium/Calcium	Yes	Yes	Yes
Capacity (CCA)	+	++	+++
Range	28 part numbers	28 part numbers	57 part numbers
Nation Wide Warranty	18 months *	24 months *	30 months *
OE Quality Manufacture	Yes	Yes	Yes
Marketing Support	No	Limited	Yes
Consignment Stock	No	Yes	Yes

\* Private Use Only. Refer Warranty Terms and Conditions for Commercial Use at [www.lionbatteries.com.au](http://www.lionbatteries.com.au).



Lion Batteries offer a complete range of quality battery products for all automotive, deep cycle, traction, standby, solar and specialty purposes. With Lion Batteries you can have confidence in selling quality products and prominent brands, supported by a technically competent and customer focussed Australian owned family company.

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