

The Lifeline

Dealer Opportunities

**EXHIBITION
UPDATE**

**Impossible
Batteries**

See Us At

METS
2006

Stand 01.110

Welcome!

Welcome to our first Lifeline newsletter. Designed to bring you the latest news, applications and updates of the remarkable Lifeline range of batteries.

We aim to send this newsletter on a regular basis to users, dealers, OEMs and others interested in leading edge battery technology.

If you have any interesting or new applications for Lifeline batteries, we'd love to share them within our next newsletter, email me at james@impossiblebattery.com.

If you don't yet use Lifeline batteries, we believe that they are set to change the way in which we use and think about on board electrics - we'd value the opportunity to share this revolution with you.



James Hortop
Sales & Marketing Director



Lifeline History

Concorde Battery were the pioneers of AGM Deep Cycle Battery Technology. Developed by the Californian Company some 15 years ago, they were originally designed for powering equipment for the US Airforce, Army and Navy. These applications required an extremely high quality build, the ability to operate in extreme conditions and to be safe for use in human occupied compartments. Lifeline batteries are the result of continued improvement on the original design. Key Benefits Include:

Fully sealed design - can be mounted under bunks & floorboards.

Spill proof - can be safely mounted in any orientation.

Rapid Recharging - Lifeline's unique low internal resistance allows the battery to charge up to 30% faster than a conventional battery

No upper charging level limit - unlike other batteries, the higher the charge level - the quicker they'll charge

Proven - Lifeline is proven in use by coastguards, lifeboats, round the world yachts, Ellen MacArthur, Pete Goss and the UK's front line ambulance fleet.

Twice as many charge/discharge cycles than the leading marine gel cell battery

Tightly packed cells within high quality membrane to resist damage from vibration

Heavy duty bolt down terminals. Conventional battery terminals not required. Lifeline terminals are also able to handle higher sustained current without overheating

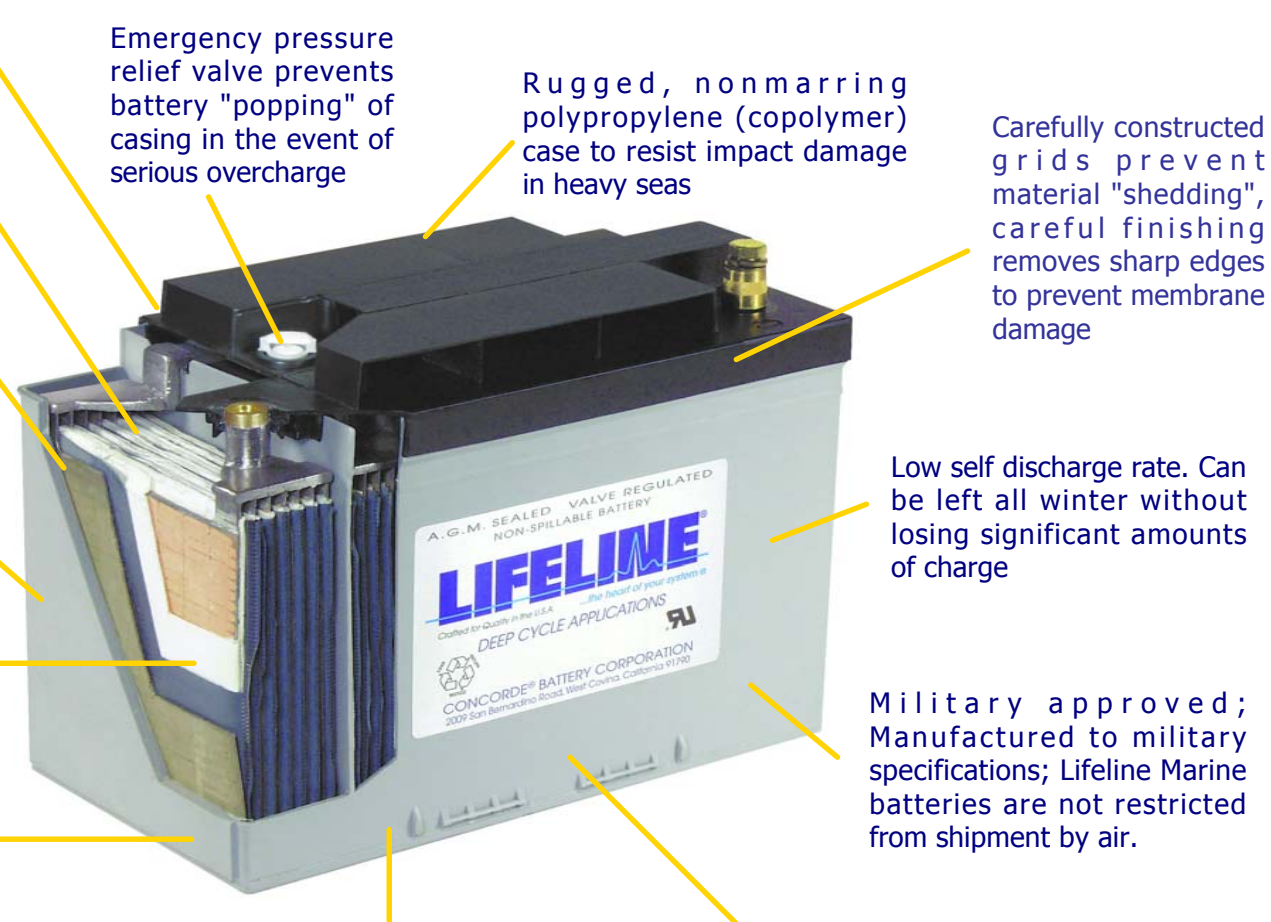
Fully sealed, can be mounted in any orientation (useful for maximising limited space on board)

Extra thick plates for deep cycle ability. Battery can be left in a fully discharged state for up to 20 days before recharging

Safe! Can be mounted under berths and within human occupied compartments. No venting required!

LIFELINE

THE HEART OF YOUR SYSTEM



Emergency pressure relief valve prevents battery "popping" of casing in the event of serious overcharge

Rugged, nonmarring polypropylene (copolymer) case to resist impact damage in heavy seas

Carefully constructed grids prevent material "shedding", careful finishing removes sharp edges to prevent membrane damage

Low self discharge rate. Can be left all winter without losing significant amounts of charge

Military approved; Manufactured to military specifications; Lifeline Marine batteries are not restricted from shipment by air.

Very low internal resistance allows Lifeline to recharge around 30% faster than a standard battery with standard alternators & charging systems

Sealed construction with fully absorbed electrolyte within the white matting - no shipment restrictions; submersible without damage; install in any position; no need for watering; no corrosion on terminals



Racing Update

Lifeline batteries have a long association with yacht racing, specialist offroaders and other racing groups. Lifeline's rapid recharging ability, strength against vibration, knocks and temperature makes them ideal in the most extreme conditions. Their classification as non-hazardous keeps our racer's safe and on the right side of scrutineers.

We continue to support the likes of Pete Goss, Ellen MacArthur and other well known racers and their teams with Lifeline product - proving again and again the battery's abilities over standard gel and lead/acid types.

THE HEART OF YOUR SYSTEM

LIFELINE

The original and best heavy duty, deep cycle AGM battery range

LIFELINE Starting

All the benefits of Lifeline Heavy Duty but with low-resistance thin-plate technology for ultra quick and reliable engine starting.

IMPOSSIBLE BATTERIES?

We've coined the phrase "Impossible Batteries" for Lifeline. Strange you may say, but actually we think they really are...!

Lifeline is almost exactly opposite to other types - fully sealed, maintenance free, no venting, faster charging, can be mounted on their sides etc etc. What's more they are cheaper than most Gel batteries. When told this most people reply "Impossible!" - so there we are. What's more, www.impossiblebattery.com is dead easy to remember for internet users.

By the way, our new Impossiblebattery.com website features full technical specifications on Lifeline and links to our dealer's websites. There's also information about becoming a dealer/distributor or OE user.

www.impossiblebattery.com

All Bussed Up!

When Alan Matthews commissioned his new fleet of executive mini coaches, he had no idea that they would become an instant hit with music bands, executives and celebrities. However, their demand for onboard music, fridges, playstations, flat screen TVs and food soon overloaded the coach's electrical systems.

Alan realised that an auxiliary battery bank was needed on board. However, the batteries would need to be mounted underneath the onboard Galley unit and rear seat. "The Health & Safety guys we're not at all happy about mounting batteries inside the coach, I thought we were finished! However, I came across Lifeline Batteries and realised these were a perfect solution". Alan's coaches are in everyday use across the UK and Europe, he added "Not only did Lifeline solve my battery location problem, they have never let me down - not like the standard lead/acid engine battery. Lifeline Batteries are simply brilliant!"



Exhibition Update



Lifeline Batteries will be on display at the following exhibitions. For an up to date list shows check www.impossiblebattery.com

Marine Equipment Trade Show (METS)
Stand 01.110. Amsterdam RAI 14-16th Nov '06

London International Boat Show
Stand S149 & S150. Excel London 5-14th Jan '07

Boating Business Exhibition
Stand 28, Bournemouth BIC. 14-15th Feb '07

Commercial Vehicle Show
Stand 4580, Birmingham NEC, 24-26th April '07

Distributors Wanted!



Our latest automotive dealer in Wales

As you have seen from this newsletter, Lifeline is a truly unique and exciting opportunity. We are currently looking for key distributors in your area to promote Lifeline product and enjoy true sales & growth potential.

We have tailored a number of dealer/distributor and OEM supply packages that not only offer you superb margins but offer professional marketing support, solid technical/warranty service and realistic stock holding.

For further information, please contact David Small or James Hortop at david@impossiblebattery.com or james@impossiblebattery.com

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