

January, 2006

Century scores highest in battery brand awareness

Century Batteries has further strengthened its position as Australia's most widely recognised battery brand despite increased competition from cheaper low quality imports, based on results of a new survey conducted by AC Nielsen.

Century was the only battery brand in Australia to increase its customer awareness when survey respondents were asked to recall battery brands of which they were aware. This strength in unprompted awareness with battery users means Century is a clear favourite for Australia's motoring public.

The results, completed in November, also showed an increase in Century's brand awareness in the strategically crucial younger 18-39 years age bracket. This category is extremely important as these customers usually become repeat purchasers in the longer term, and also become the "influence" of tomorrow.

Century also performed particularly well in Australia's regional areas where it continues to be the most well-known battery brand.

Not only has the AC Nielsen survey demonstrated the increasing strength of the Century brand Australia-wide, but it also shows that although cheaper low quality imports from Asia have increased, Australian motorists prefer a more well known and reliable brand name.

A Century spokesperson said the ongoing success of the Century brand was due to the quality and performance of the products.

"Motorists know the quality of our batteries. They know that if they buy Century, they are buying a longer lasting battery, from a company who has been manufacturing batteries in Australia for over 75 years" he said.

"And resellers can be confident they are providing a quality, long lasting, reliable product which is backed by the strongest battery brand in Australia."



Press Release

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Century's *Performance Series* range of batteries delivers longer life by taking into account the dangers of corrosion and water loss caused by higher temperature conditions, while at the same time offering enhanced cycling capability.

Century developed a series of batteries specifically suited to Australia's harsher conditions. Substantial changes were made to internal battery components and materials to deliver to Australian motorists what they really wanted – longer life batteries.

When the *Performance Series* was released, testing showed that the *Ultra Hi Performance* battery lasted up to three times longer than common heavy duty or imported batteries¹. Further independent life cycle test results, completed as part of an ongoing testing process, reinforce this claim by again demonstrating the longer lasting capability of Century *Ultra Hi Performance* batteries.

And Century is so confident in the reliability of its *Ultra Hi Performance* range for general automotive use that it is now offering a 3-year warranty on the more popular sizes.

The Century spokesperson said the move to offering a 3-year warranty on *Ultra Hi Performance* batteries was a prudent decision based on the product's proven ongoing performance.

Because the batteries have shown they last longer, resellers won't have the problem of excessive warranty claims to deal with, and end consumers will have peace of mind knowing their battery will last longer.

"We have said for quite some time that our *Ultra Hi Performance* batteries are longer lasting than other brands on the market, and the 3-year warranty will give customers further confidence in this," said the spokesperson.

For more information about Century batteries, please call 1300 362 287.

¹ Based on independent 3rd party testing, using international battery testing standard JIS D 5301 1999 Light Load Endurance test at 75 degrees centigrade of 11 plate multi-fit product readily available on reseller shelves, commissioned by CenturyYuasa. Results released 2004.

