



MARKETING TOOLBOX

MARKETING ASSETS OVERVIEW
AVAILABLE ON THE



B2B PORTAL

APRIL 2025



WHAT IS THE MARKETING TOOLBOX?

One presentation, sent every month, which sums up all the content available on the **B2B Portal**.

Every month, you will get an updated version of the Marketing Toolbox with new materials.

01

WHAT IS THE **B2B PORTAL** ?

An online content marketing platform which centralize all our assets to empower BS BATTERY brand and products in your local market.

02

HOW DO I GET ACCESS TO THE **B2B PORTAL** ?

On <https://bs-battery.com/b2b-portal/> with your password.

03

WHO GETS ACCESS TO THE **B2B PORTAL** ?

B2B Portal is a private area only available for BS Battery Official Distributors (marketing / sales team). Please never share your access information to external members.

04

WHAT TYPE OF CONTENTS ARE DOWNLOADABLE ON THE **B2B PORTAL** ?

Online, Offline assets such as Catalogues, Leaflets, Posters, Designs for booth, Social Media Campaigns, Press Release, Photos/Videos... Pdf, png, jpeg, mp4, design files...

All the Master files are available in English to facilitate your local adaptation.

B2B PORTAL



BRAND

Promote the BS BATTERY brand

IDENTITY (Logo/Guidelines)

PRESENTATION

ADS (online/offline)

PRESS (Press release)

SOCIAL MEDIA (Campaign)

TRADESHOW (Booth design & Inspiration)

RACING (Sponsors/Events)

PRODUCTS

Develop business, promote products & services

TOOLBOX

PRODUCT INFORMATION

(data sheet & product info)

SALES TOOLS (online/offline)

PRODUCTS CAMPAIGN (Press release)

POS DEVELOPMENT (Campaign)

MERCHANDISING

(Booth design & Inspiration)

BS BATTERY ACADEMY

(Sponsors/Events)

PICTURE LIBRARY

MEDIAs including pictures & videos

PRODUCTS (packshots / product placement)

MERCHANDISING (packshots / product placement)

RACING (races / pilots / VIP Client expériences)

MOTORCYCLE BRANDS (Yamaha / CFMoto...)

CORPORATE (Tradeshow, Trainings, Internal event)



WHAT'S NEW ?

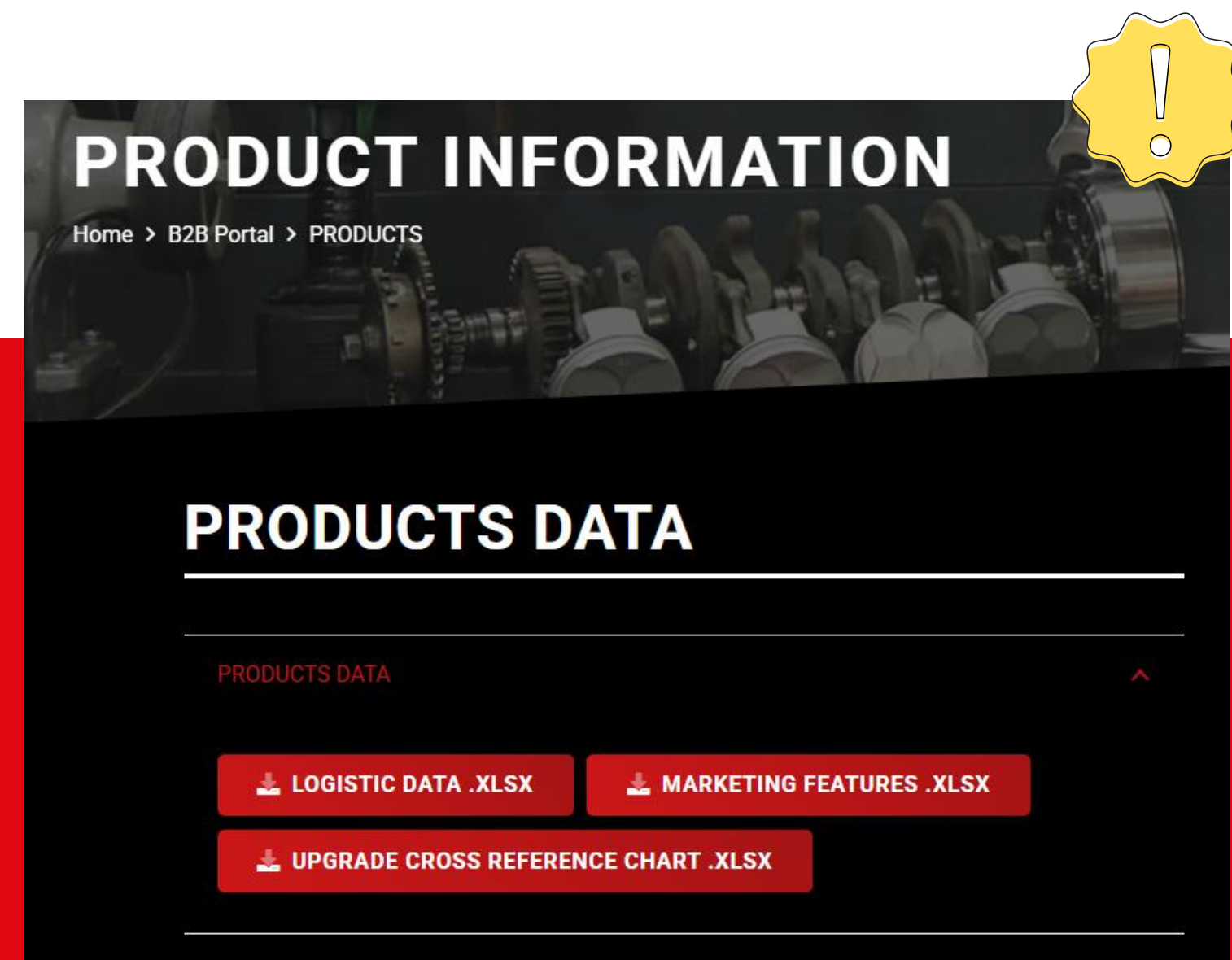
PRODUCT DATA NOW AVAILABLE ON B2B PORTAL!

PRODUCT NEWS

We've made accessing product information easier than ever!
Previously shared via SharePoint, all product data files are now available directly on our B2B Portal, in the section: **PRODUCTS > PRODUCT INFORMATION**

Stay up to date and download everything you need in just a few clicks!

- **LOGISTIC DATA**
- **MARKETING FEATURES & CHARGER COMPATIBILITY**
- **UPGRADE CROSS REFERENCE CHART**










WHAT'S NEW ?

PRODUCT NEWS & UPDATES OVERVIEW

This month, we have shared a lot of communications about product updates and new releases. Below is a recap – you will find all the details in the "Product" section of this toolbox.

| P/N | DESIGNATION | | |
|--------|------------------------------------|--|--|
| 300899 | BS SLA MAX - U1-500 (FA) | NEW PRODUCT | INFO  |
| 700532 | BS 60 Smart Charger | PRODUCT UPDATE : new color product & packaging | INFO  |
| 700559 | Power Box PB-02 | PRODUCT UPDATE : now comes with upgraded clamps | INFO  |
| 700585 | PA 02 - MV Agusta Connector to SAE | NEW PRODUCT | INFO  |
| 360119 | BSLi-09 | <u>BSLi-04/06</u> (BS Code: 360104) upgrade recommendation to the <u>BSLi-09</u> for some vehicles | INFO  |

Given these recent updates and changes, we kindly recommend **reviewing and updating your system** accordingly to ensure full alignment. All relevant information is available on our B2B Portal, and of course, we remain at your disposal should you have any questions or require further assistance.

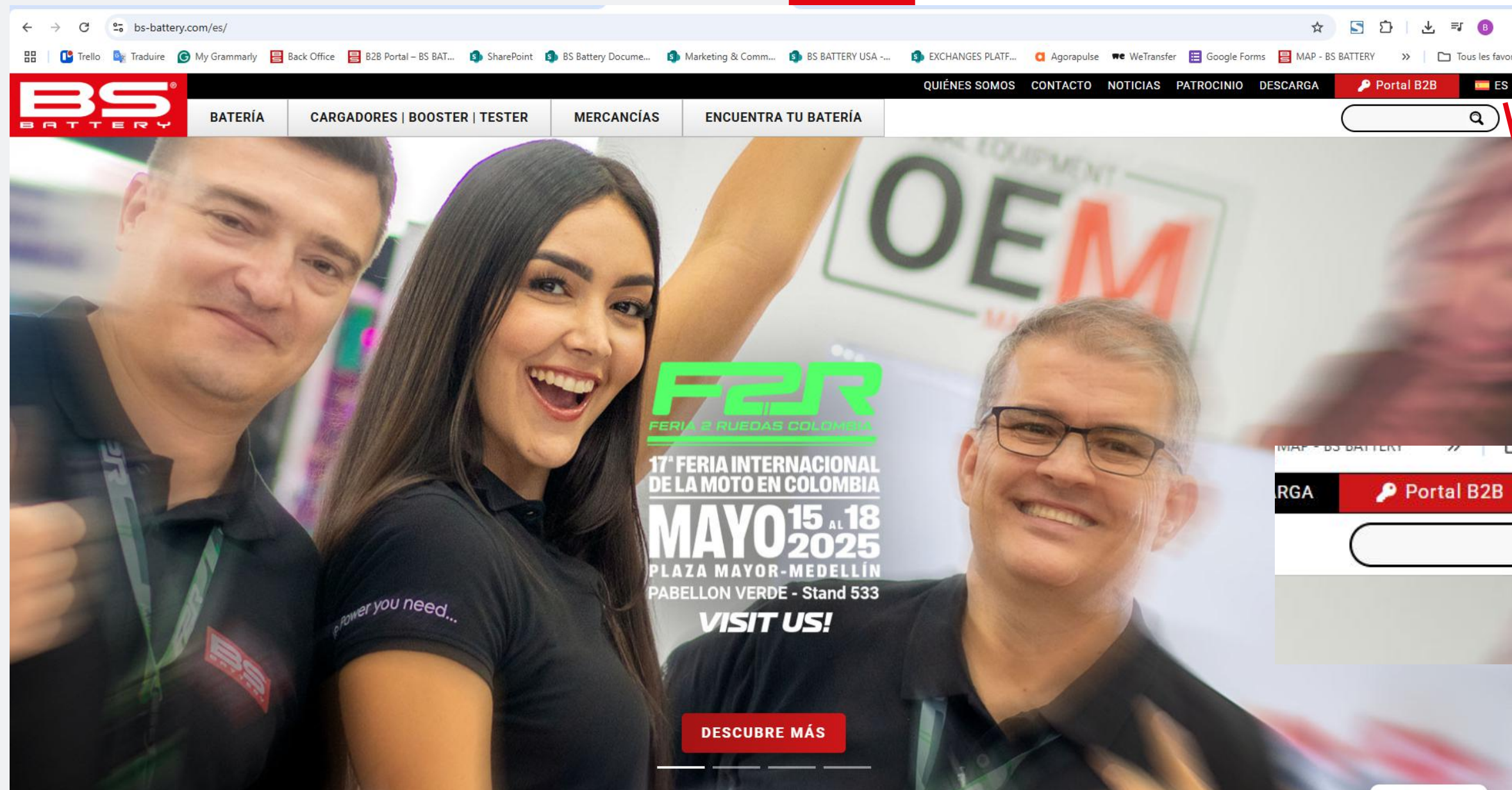


WHAT'S NEW ?



SPANISH WEBSITE

BS Battery website is now available in **SPANISH!**



<https://bs-battery.com/es/>



You can select your language by clicking on the country icon in the top right corner of the screen.



WHAT'S NEW ?

BS BATTERY AROUND THE WORLD

EVENTS & TRADEFAIRS

A powerful start to 2025 on the tradeshow scene!

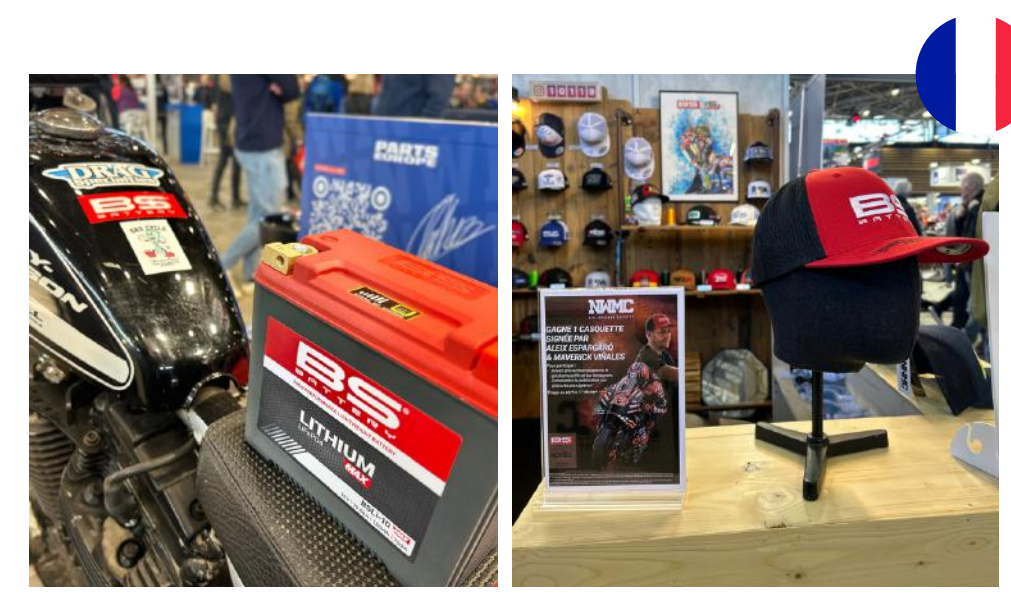
Since January, BS BATTERY has been on the road across 4 continents, showcasing our energy, products, and racing DNA – all thanks to the strength of our global and loyal distribution network.



NVP NORTH AMERICAN PRODUCT EXPO
with Le Mans Corporation – Louisville, KY, USA



AIMEXPO
BS BATTERY – Las Vegas, NV, USA



SALON DU 2 ROUES
with Bihr, Parts Europe, La Bécanerie, Bud
Racing, NWMC – Lyon, France



WHAT'S NEW ?

BS BATTERY AROUND THE WORLD

EVENTS & TRADEFAIRS

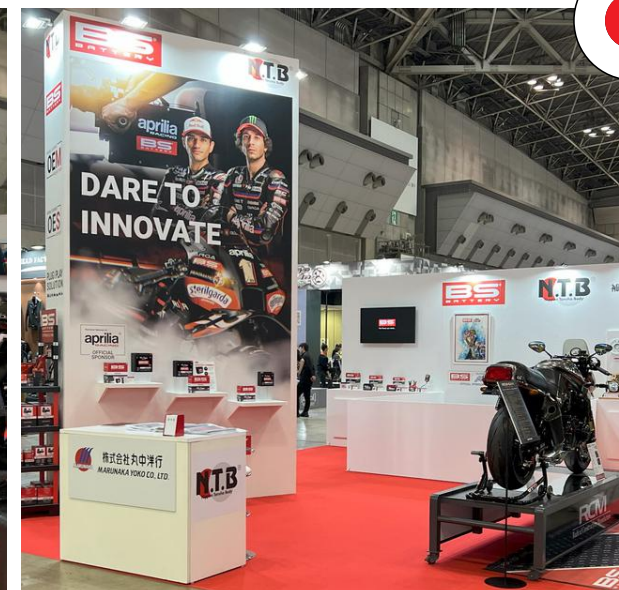
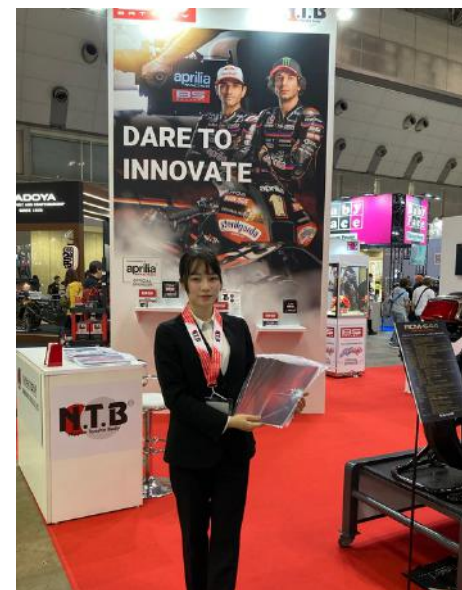
A powerful start to 2025 on the tradeshow scene!

Since January, BS BATTERY has been on the road across 4 continents, showcasing our energy, products, and racing DNA – all thanks to the strength of our global and loyal distribution network.



MOTOBIKE ISTANBUL

with Limit Parts – Istanbul, Turkey



TOKYO MOTORCYCLE SHOW

with Marunaka – Tokyo, Japan



**BEIJING INTERNATIONAL
MOTORCYCLE EXHIBITION**

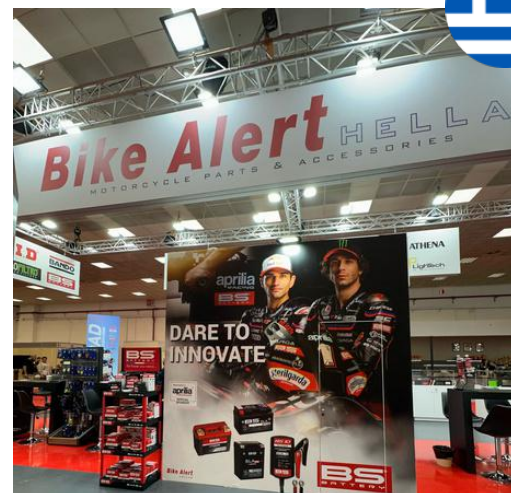
with CHOH0 – Beijing, China



WHAT'S NEW ?

BS BATTERY AROUND THE WORLD

EVENTS & TRADEFAIRS



METROPOLITAN EXPO

with Bike Alert Hellas – Athens, Greece

And this is just the beginning...
Next stop:

FERIA DE LAS 2 RUEDAS

BS BATTERY – Medellín, Colombia



May 15 -18 | Green Hall - Stand 533!

A powerful start to 2025 on the tradeshow scene!

Since January, BS BATTERY has been on the road across 4 continents, showcasing our energy, products, and racing DNA – all thanks to the strength of our global and loyal distribution network.





RACING DNA IN ACTION

VENUM KAWASAKI BUD RACING VISITS BS BATTERY HQ



We had the pleasure of welcoming our official racing partner, the **Venum Kawasaki BUD Racing** to our headquarters in Arles (FR), joined by their impressive race truck, team, and pro riders **Fran & Jake**!



BATTERY FINDER

Our 24/7 BATTERY FINDER app is available on our [website](https://www.bs-battery.com)

[bs-battery.com](https://www.bs-battery.com)



IMPORTANT REMINDER

UPDATE
BATTERY FINDER

Find the right battery in seconds for your :



Moto



Scooter



ATV/UTV/SSV



Watercraft



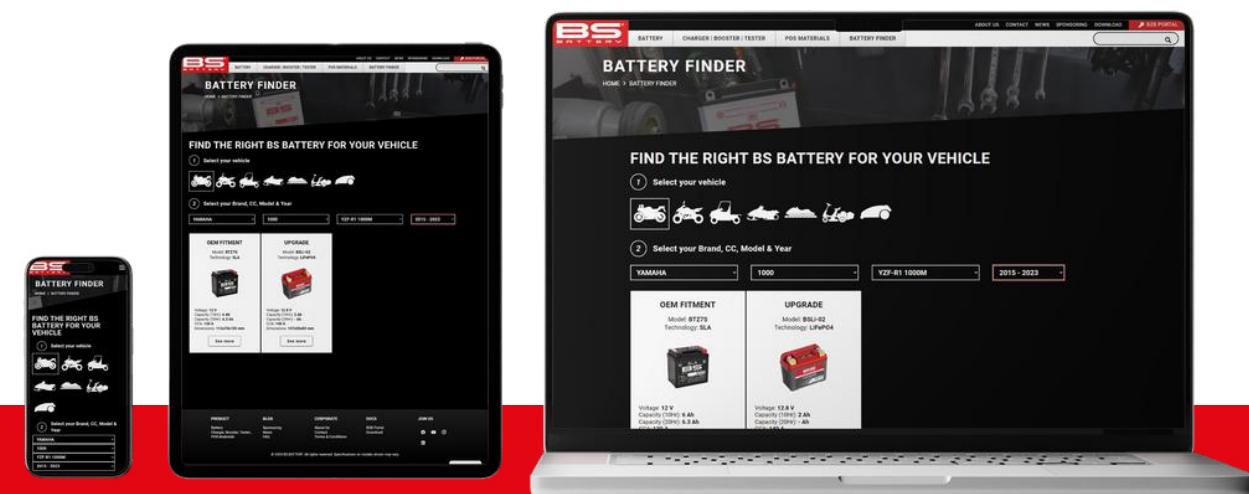
Snowmobile



Lawnmower

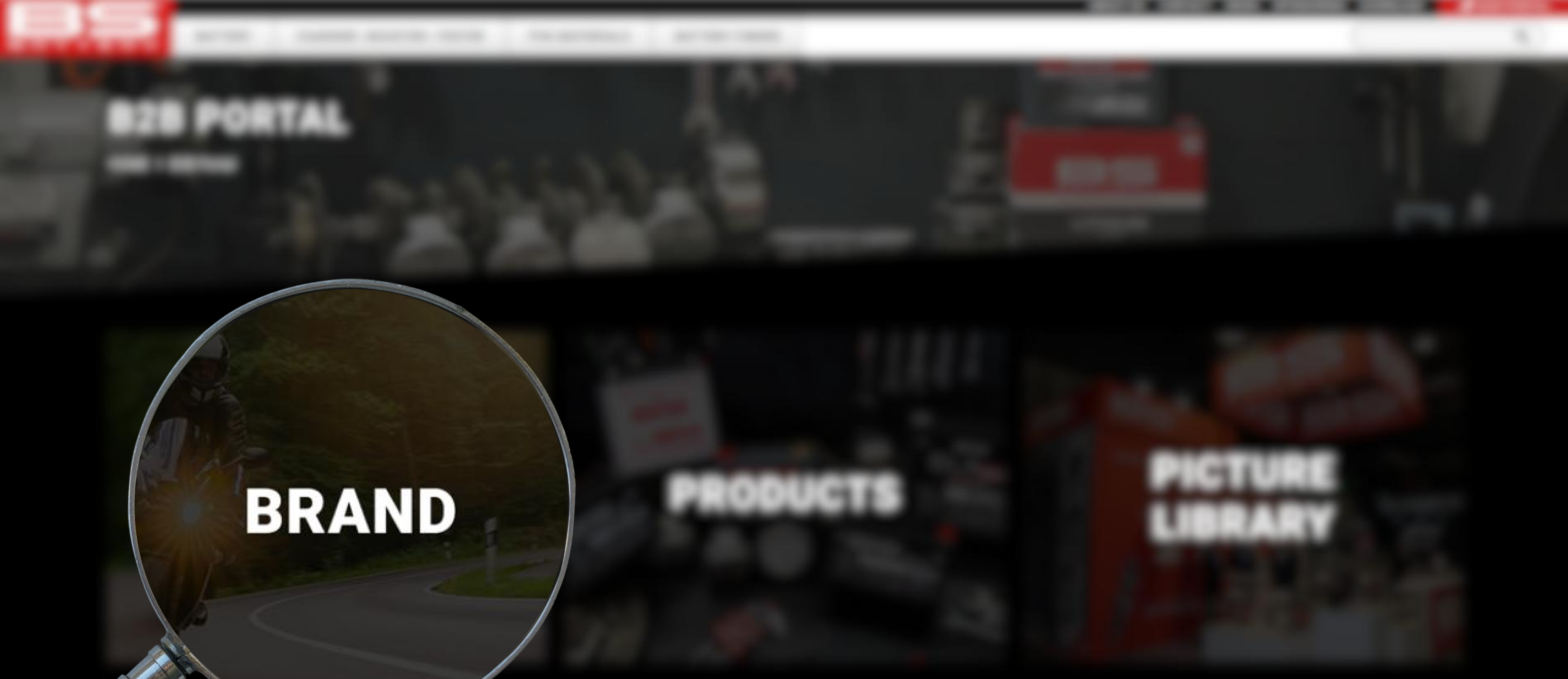


Robot





DISCOVER MORE NEWS



NEXT SLIDES

Discover all the content available on B2B PORTAL → **BRAND** 

NEW

BSLi-01 x Martin Renaudin & Tati Team AVA6 Racing

BRAND

SOCIAL MEDIA

LINK



Experience the power of the BSLi-01 in racing conditions!

- Short video 20sec
- Format 9:16 Reels
- .MP4

BRAND

ADS

LINK



REMINDER

OFFLINE ADS - Get Professional with an Advanced 3-IN-1 Solution

BS BATTERY

BK 20

BANK BATTERY CHARGER - 3 CHANNELS

SMART BATTERY CHARGER & MAINTAINER WITH RECONDITIONING FUNCTION

POWER: 6V/12V - 3x 2A

FOR LEAD ACID & LITHIUM ION BATTERIES

Fabio QUARTARARO #20

J.D. Diabla

OFFICIAL SPONSOR

GET PROFESSIONAL

WITH AN ADVANCED 3-IN-1 SOLUTION

[www.bs-battery.com](#) | contact@bs-battery.com

Format :

- Offline Ad - Printing file
- 104 x 2016
- .pdf & sources file
- English

NEW

THROWBACK – BS BATTERY BACK IN THE Paddock AT 24H MOTOS LE MANS

Rediscover the legendary 24H Motos race with BS Battery and its partners, right at the heart of the action!

THROWBACK – BS BATTERY BACK IN THE Paddock AT 24H MOTOS LE MANS

April, 2025

The 24H Motos in Le Mans is one of the most iconic and demanding events in the FIM Endurance World Championship, a series renowned for pushing riders and machines to their limits over grueling long-distance events.

This year, BS Battery was proud to be on the ground, supporting several teams competing in both the Formula EWC and Superstock categories.

Among the teams accompanied through this 24-hour battle were the TAT1 Team AVA6 Racing, Martin Renaudin (Honda Rac41), the Junior Team Le Mans Sud Suzuki, the Bolliger Team Switzerland, and Marcus Delestre with the PMS99. This weekend was also a great chance to see Julien Tourscher again at the first round of the Igol Continental Cup. Each of them trusted BS Battery products throughout the season, from high-performance lithium batteries to smart chargers and power accessories that keep their machines running at full capacity, day and night.

BS Battery presence at the circuit isn't just about logos on fairings, it's about real technical support and shared passion. From the garages to the pitlane, we're right there with the teams, helping them overcome the small (and sometimes not-so-small) challenges that endurance racing throws their way.

A moment of solidarity: BS Battery x PMS99

One of the highlights of the weekend came even before the green light. On Thursday, just ahead of the race, Team PMS99 was facing a major issue with their battery setup. Without access to the right charging equipment or lithium technology, the team's participation was in jeopardy.

That's when our team on-site, Eva and Julien, jumped in. In true endurance spirit, they supplied the team with lithium batteries, the BSLI-02 and the BSLI-02 Max, and provided the necessary support to get them back on track in record time. It was a powerful reminder that racing is not only about performance, but also about community.

Thanks to this quick intervention, the team was able to restart their preparation with lighter, more efficient batteries, and carry on the race with confidence.

Support Beyond EWC: Handi Free Riders on Track

We are also proud to support Stéphane Paulus, co-founder of the Handi Free Riders Association. The association leads the French PMR Bridgestone Cup, a championship for riders with physical disabilities. Once again part of the official 24H Motos weekend program, this inspiring series took place on the same Bugatti Circuit, with nearly thirty adapted motorcycles competing across the 600cc and 1000cc categories.

From paraplegic riders to amputees, all competitors ride machines modified to fit their specific needs. BS Battery is honored to be a partner in promoting inclusion and excellence in motorsport, no matter the challenge.

New season kickoff: Igol Continental Cup

The 24H Motos also marked the season opener of the Igol Continental Cup, a racing series dedicated exclusively to riders of the Royal Enfield Continental GT. Several passionate bikers, all having hands-on experience with their own machines, battle it out across some of France's most legendary tracks in a friendly yet competitive spirit. Julien, our European Key Account Manager at BS Battery, is once again taking part this season, proudly carrying the BS Battery colors on track. His performance during this opening round was solid: P7 in qualifying, P6 in Race 1 and P4 in Race 2. An impressive progression that sets the tone for an exciting season ahead!

At BS Battery, we believe that endurance is more than a race format, it's a mindset. We're proud to stand alongside the teams, race after race, lap after lap, powering performance where it matters most.



T. Gautheron, Go2creation, Goodshot



Florian Meuret



Goodshot



Goodshot, Marc Fuhrer, Sébastien Virieux



Aurelie Hoffman



Goodshot, RAC41

READ MORE



- Ready to use
- .pdf & .docx (for local translation)
- English text



REMINDER BRAND GUIDELINES

The BS Battery Brand Guidelines provide key instructions for correctly using our brand identity.

COLORS | BRAND PALETTE

BS BATTERY MAIN LOGO



RED

CMYK 0 | 100 | 100 | 0
RVB 227 | 6 | 19
#E30613

WHITE

CMYK 0 | 0 | 0 | 0
RVB 250 | 250 | 250
#ffffff

BRAND LOGO | CLEAR SPACE & MINIMUM SIZE

BS BATTERY MAIN LOGO

PROTECTION ZONE



MINIMUM SIZE



BACKGROUND



On all backgrounds



For black and white printing only

BS BATTERY ALTERNATIVE LOGO

PROTECTION ZONE



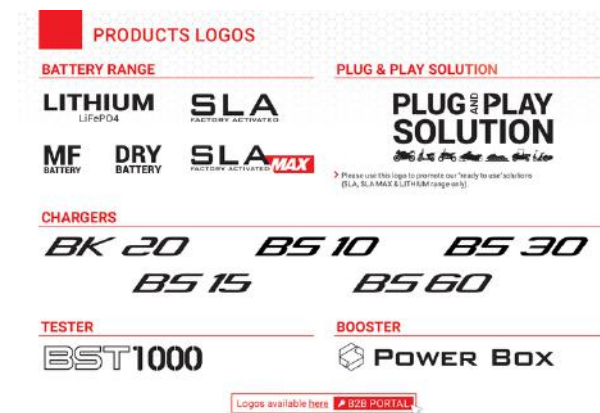
MINIMUM SIZE



BACKGROUND



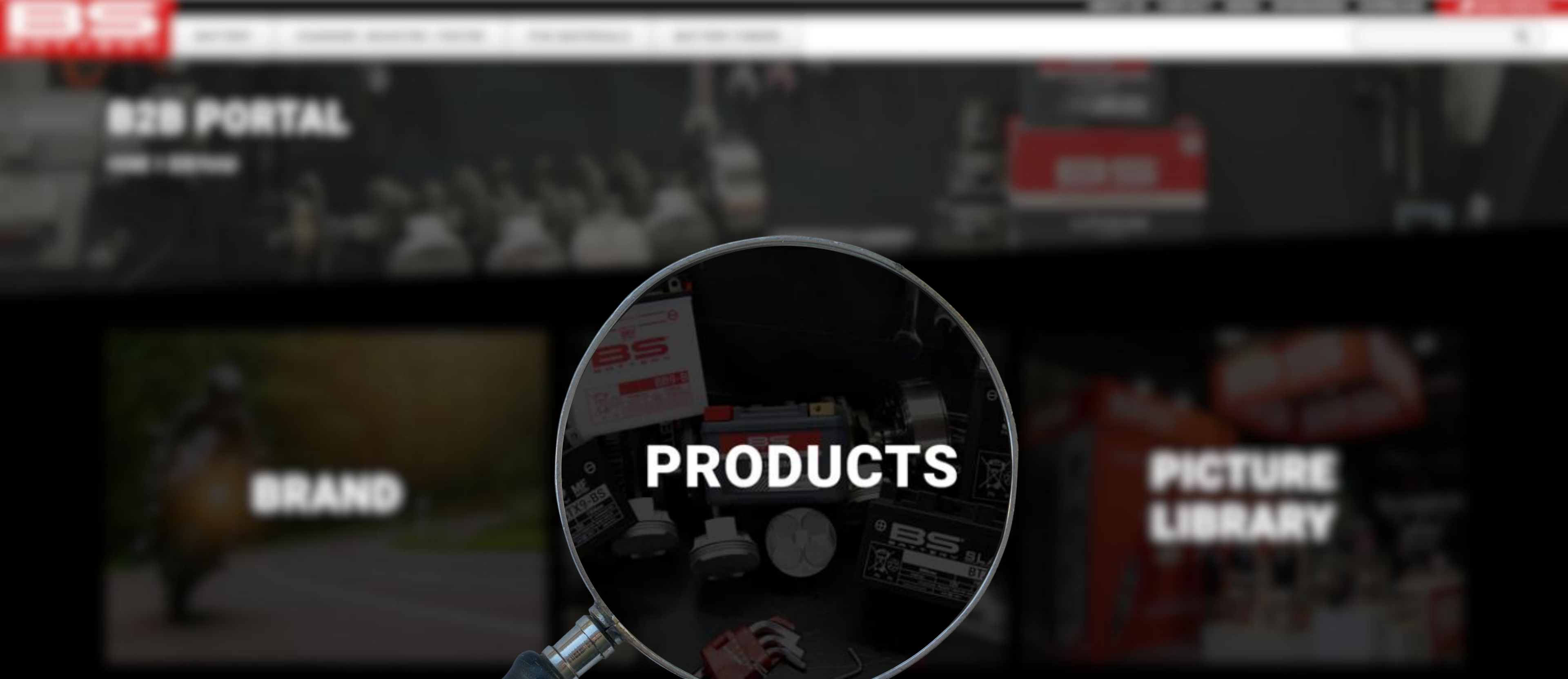
On all backgrounds



LINK



- Logos & Usage Rules
- Color Palette & Typography: **Ensure you are using the updated BS Battery red introduced last year.**
- Product Logos & Icons:
- Sponsor and co-branded logos.
- Video & Social Media Guidelines



PRODUCTS

NEXT SLIDES

Discover all the content available on B2B PORTAL →

PRODUCTS





DISCOVER THE MOST POWERFUL U1 SLA ON THE MARKET!

PRODUCT NEWS

We are excited to introduce the new **SLA MAX U1-500!**

Developed to meet the growing demands of modern **ATVs, SSVs, and UTVs**, the U1-500 is built for extreme conditions, whether it's rough terrains or cold climates, this battery delivers more than basic starting power.

You can find all the information in our special launch kit, available here:





NEW CLAMPS FOR THE POWER BOX PB-02

PRODUCT NEWS



The **Power Box PB-02 (Ref: 700559)** now comes **with upgraded clamps**, featuring reinforced construction, improved grip precision, and enhanced conductivity for all types of battery terminals.

Available on our B2B Portal to update your systems:

- DATASHEET
- MANUAL
- PRODUCT PACKSHOT



THINNER CLAMP PROFILE

DESIGNED TO ADAPT TO VARIOUS
BATTERY TERMINAL SIZES

COPPER CONSTRUCTION

ENSURES HIGH CURRENT
CONDUCTIVITY

8 AWG SILICONE WIRE

HIGH FLEXIBILITY EVEN IN EXTREME
TEMPERATURES



INTRODUCING OUR NEW ACCESSORY : PA 02 – MV AGUSTA CONNECTOR TO SAE PLUG

PRODUCT NEWS



Keep your MV Agusta charged, effortlessly. The [PA 02](#) adapter offers a durable, plug-and-play solution to power up your bike in no time.

KEY FEATURES

- Wire length: 61 cm (18 AWG)
- Quick & secure SAE-to-MV Agusta connection
- Works with all BS chargers
- Compatible with MV Agusta models from 2010+

• [DATASHEET](#)

• [MANUAL](#)

• [PRODUCT PACKSHOT](#)

• [KEY VISUAL](#)



Available on our B2B Portal to update your systems

| PA 02 - MV Agusta Connector to SAE | |
|------------------------------------|---------------|
| BS CODE | 700585 |
| UNIT BARCODE | 3564097005852 |
| MASTERCARTON BARCODE | 3564098005851 |
| QUANTITY MASTERCARTON | 40 |





BS 60 SMART CHARGER GETS A NEW LOOK – SAME TRUSTED PERFORMANCE!

PRODUCT NEWS

The **BS 60 Smart Battery Charger & Maintainer with Reconditioning Function (Ref: 700532)** now comes in sleek black!
A fresh, modern look for a unified charger range – same performance, sharper style.

Available on our B2B Portal to update your systems:

- DATASHEET
- MANUAL
- PRODUCT PACKSHOT
- LEAFLET





UPGRADE RECOMMENDATION FOR BSLI-04/06 TO BSLI-09 BATTERIES

PRODUCT NEWS

In order to enhance the overall performance and provide the most suitable battery for each vehicle, we highly recommend upgrading the **BSLi-04/06** (BS Code: 360104) to the **BSLi-09** battery (BS Code: 360119) for some applications.

The application list is available, here is an example :
Please, reach out to our team for more information.



| Application | Brand | CC | Model | Year | BS CODE | Lithium Battery |
|-------------|------------|------|------------------------------|-----------|---------|----------------------|
| ATV | POLARIS | 570 | SPORTSMAN 6X6 EPS | 2017-2023 | 360119 | BSLi-04/06 > BSLi-09 |
| ATV | POLARIS | 570 | SPORTSMAN ACE EURO 570 | 2015-2020 | 360119 | BSLi-04/06 > BSLi-09 |
| ATV | KAWASAKI | 750 | KVF750 BRUTE FORCE 4X4I, EPS | 2005-2023 | 360119 | BSLi-04/06 > BSLi-09 |
| MOTORCYCLE | KTM | 890 | ADVENTURE 890R | 2021-2024 | 360119 | BSLi-04/06 > BSLi-09 |
| MOTORCYCLE | TRIUMPH | 900 | TIGER RALLY 900 | 2020-2024 | 360119 | BSLi-04/06 > BSLi-09 |
| MOTORCYCLE | HONDA | 1000 | AFRICA TWIN CRF 1000A | 2016-2017 | 360119 | BSLi-04/06 > BSLi-09 |
| SNOWMOBILE | YAMAHA | 500 | VENTURE LITE, MP, RS | -2017 | 360119 | BSLi-04/06 > BSLi-09 |
| SNOWMOBILE | YAMAHA | 1000 | APEX | 2006-2017 | 360119 | BSLi-04/06 > BSLi-09 |
| SNOWMOBILE | ARCTIC CAT | All | Z 370, 440 | 2002-2007 | 360119 | BSLi-04/06 > BSLi-09 |
| SSV & UTV | POLARIS | 570 | RANGER 570 FULL -SIZE | 2017-2023 | 360119 | BSLi-04/06 > BSLi-09 |
| SSV & UTV | KAWASAKI | 820 | MULE PRO FX, PRO FXT | 2015-2016 | 360119 | BSLi-04/06 > BSLi-09 |
| SSV & UTV | HONDA | 1000 | SXS1000 PIONEER | 2016-2023 | 360119 | BSLi-04/06 > BSLi-09 |

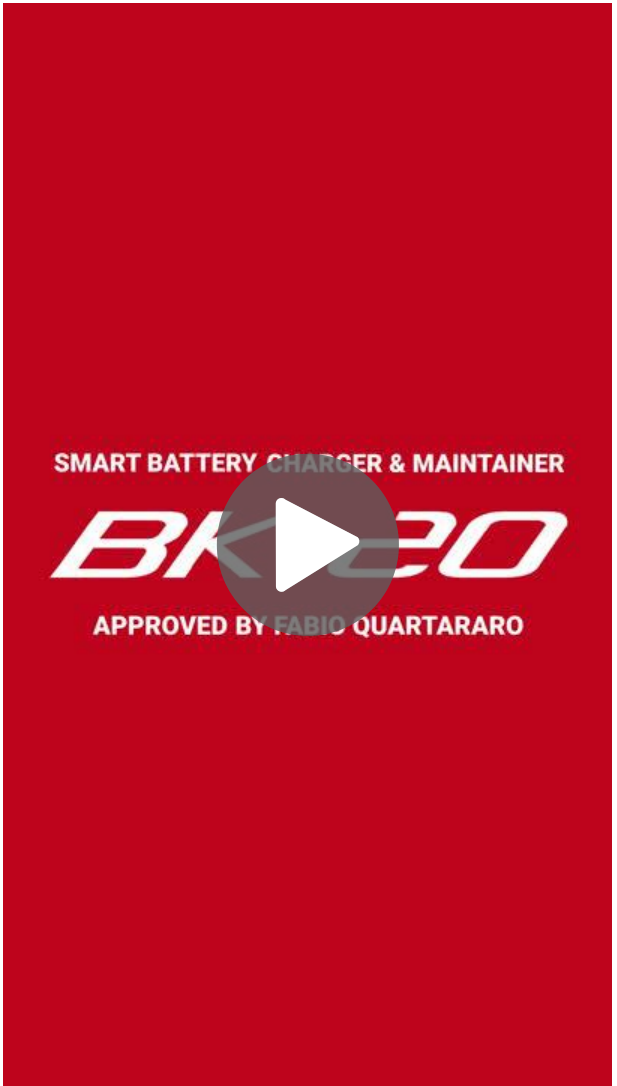
REMINDER

BS BATTERY x Fabio Quartararo | BK20 – Smart Bank Charger & Maintainer (x3)

Unbox the BK20 Professional-Grade Charger & Maintainer with Fabio Quartararo!

!Video : 0:50 sec

Format : .mp4 | 9-16 ; 16-9



LINK





PRODUCTS

PRODUCT
CAMPAIGN

LINK



REMINDER

BS BATTERY x Fabio Quartararo | BS10 - Smart Battery Charger & Maintainer

Unbox the BS10 Smart Charger & Maintainer with MotoGP rider Fabio Quartararo!

Video : 0:45 sec

Format : .mp4 | 9-16 ; 16-9



B2B PORTAL

All BS BATTERY Pictures & Videos :

- Product (packshot & product placement)
- Merchandising (packshot & product placement)
- NEW Racing (Races; Pilots; Client Expériences)
- Motorcycle Brands (pictures filtered by Brands)
- Corporate (Internal Event, Tradeshow...)

BRAND

PRODUCTS

**PICTURE
LIBRARY**

NEXT SLIDES

Discover all the content available on B2B PORTAL



**PICTURE
LIBRARY**



PRODUCT PLACEMENT

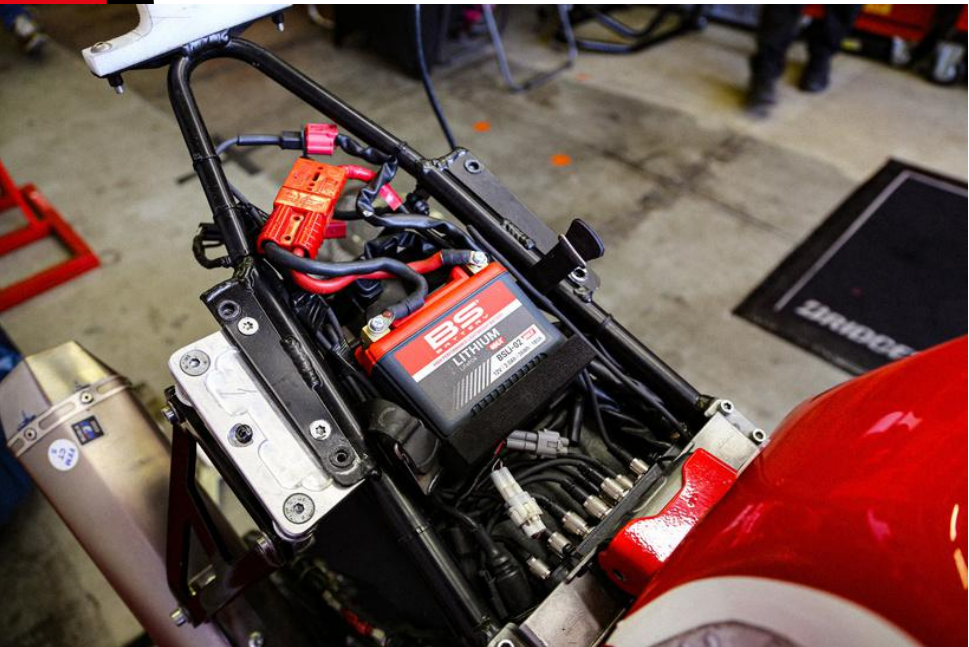
NEW

BATTERIES - Lithium & Lithium Max

Sherco - Dakar 2025 : Lithium BSLi-04/06



PMS99 - 24H Motos EWC : Lithium Max BSLi-02 Max



PICTURE
LIBRARY

PRODUCTS

LINK



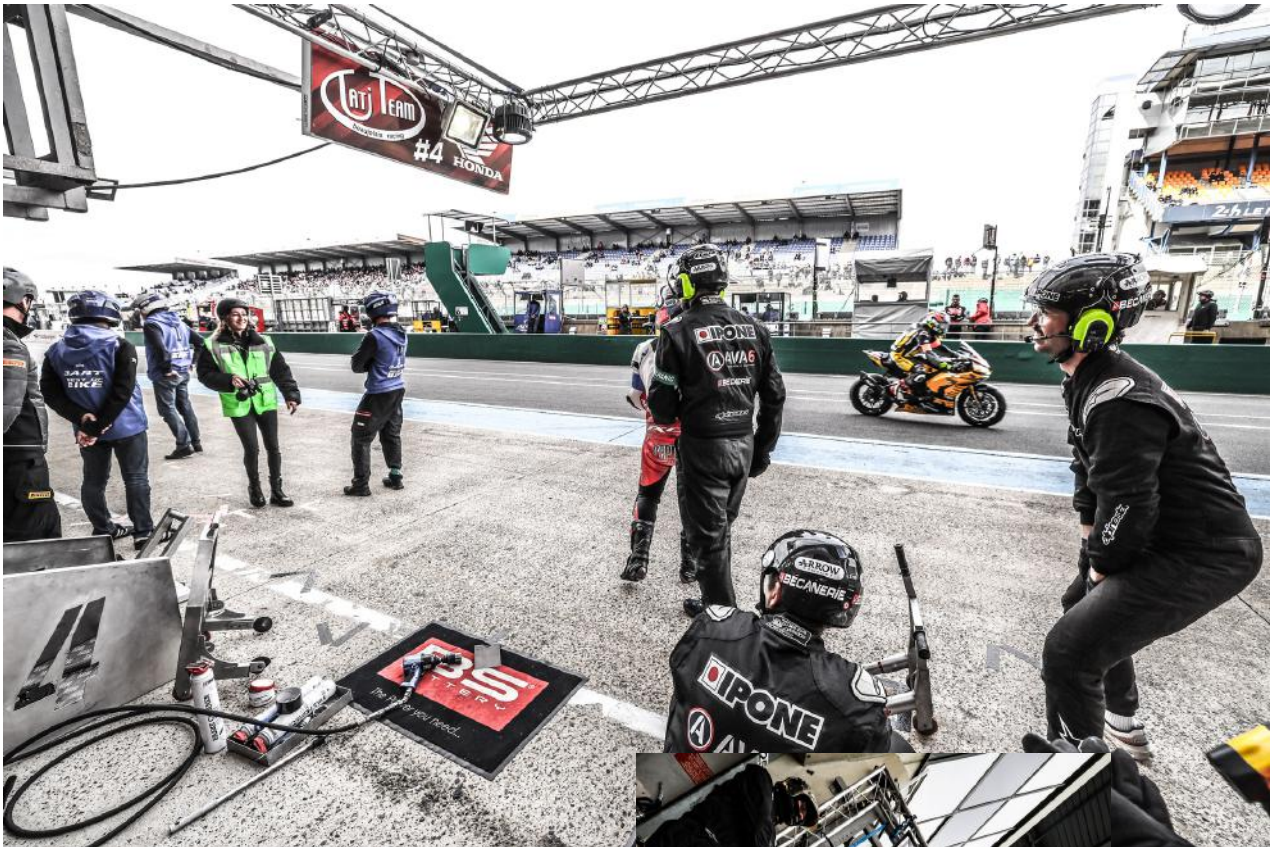
NEW

MERCHANDISING ITEMS

Paddock Carpet

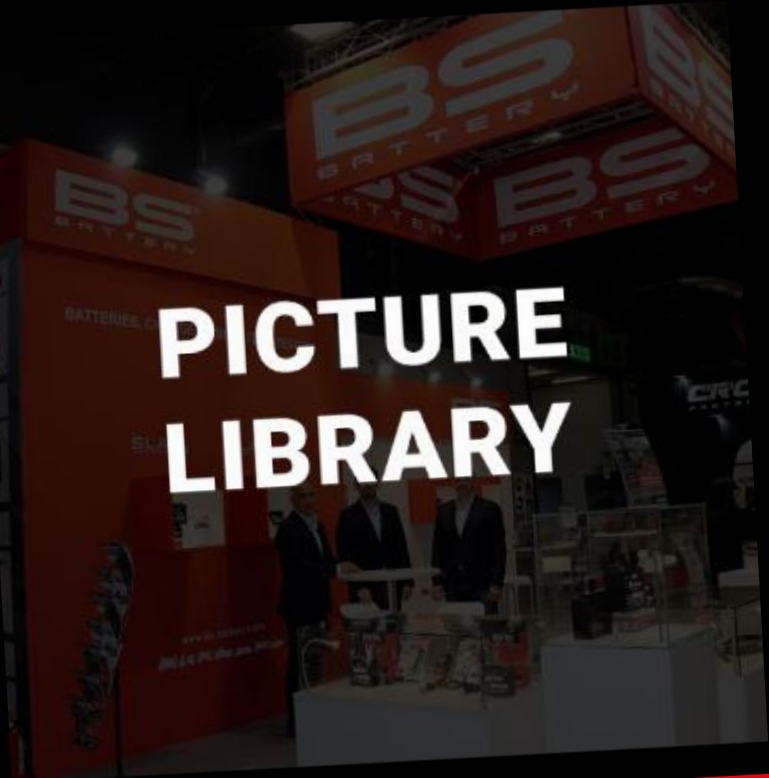


Welcome Carpet



Umbrella






PICTURE LIBRARY

MERCHANDISING


LINK



NEW 24H MOTOS - Le Mans 2025

This folder gathers the best photos from the 2025 edition of the 24H Motos, featuring our partners TATI Team Beringer Racing, Martin Renaudin (Honda RAC41), the Junior Team Le Mans Sud Suzuki, the Bolliger Team Switzerland, and Marcus Delestre with PMS99.






PICTURE LIBRARY

RACING

LINK



NEW IGOL CONTINENTAL CUP 2025

Selection of the Igol Continental Cup, a retro racing format with BS Battery!



PICTURE LIBRARY

RACING

LINK



NEW FABIO QUARTARARO


Access a dedicated folder with a selection of Fabio's 2025 season pictures – updated monthly!



PICTURE LIBRARY


RACING

LINK



NEW **APRILIA**


Access a dedicated folder with a selection of Aprilia's 2025 season pictures (Bike, Booster & races) updated monthly!



**PICTURE
LIBRARY**

RACING

LINK





NEW

YAMAHA GMT94

Access a dedicated folder with a selection of THE Yamaha GMT94's 2025 season pictures – updated monthly!

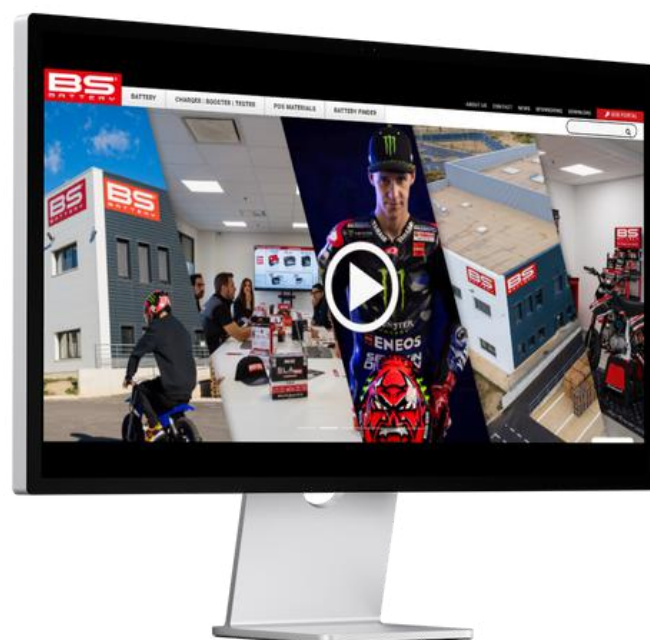
PICTURE
LIBRARY

RACING

LINK



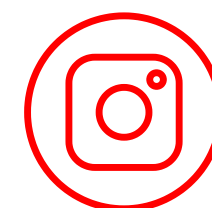
DISCOVER MORE ON



SOCIAL MEDIAS

BS BATTERY WEBSITE

<https://bs-battery.com/>



[@bsbatteryofficial](https://www.instagram.com/bsbatteryofficial)



[@bsbattery.](https://www.linkedin.com/company/bsbattery)



[@bsbattery.](https://www.facebook.com/bsbattery)



[@bsbattery.](https://www.youtube.com/bsbattery)

CONTACT

BS BATTERY - Paris Headoffice (France)
contact@bs-battery.com

UPDATED IN NOVEMBER 2024 !

BATTERY FINDER
find the right battery for your bike!



THANK YOU
FOR YOUR ATTENTION

    | bs-battery.com

