

MARKETING HOLLBOX

MARKETING ASSETS OVERVIEW <u>AVAILABLE ON THE</u>



JANUARY 2025



B2B PORTAL - INTRODUCTION



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.

WHAT IS THE B2B PORTAL ?

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

HOW DO I GET ACCESS TO THE B2B PORTAL ?

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

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.

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.



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...)

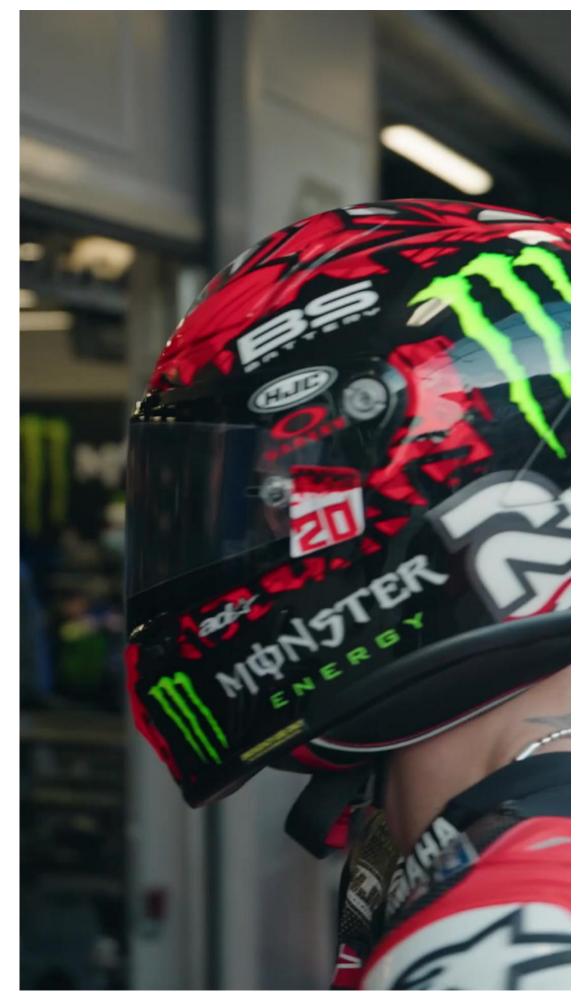
CORPORATE (Tradeshow, Trainings, Internal event)





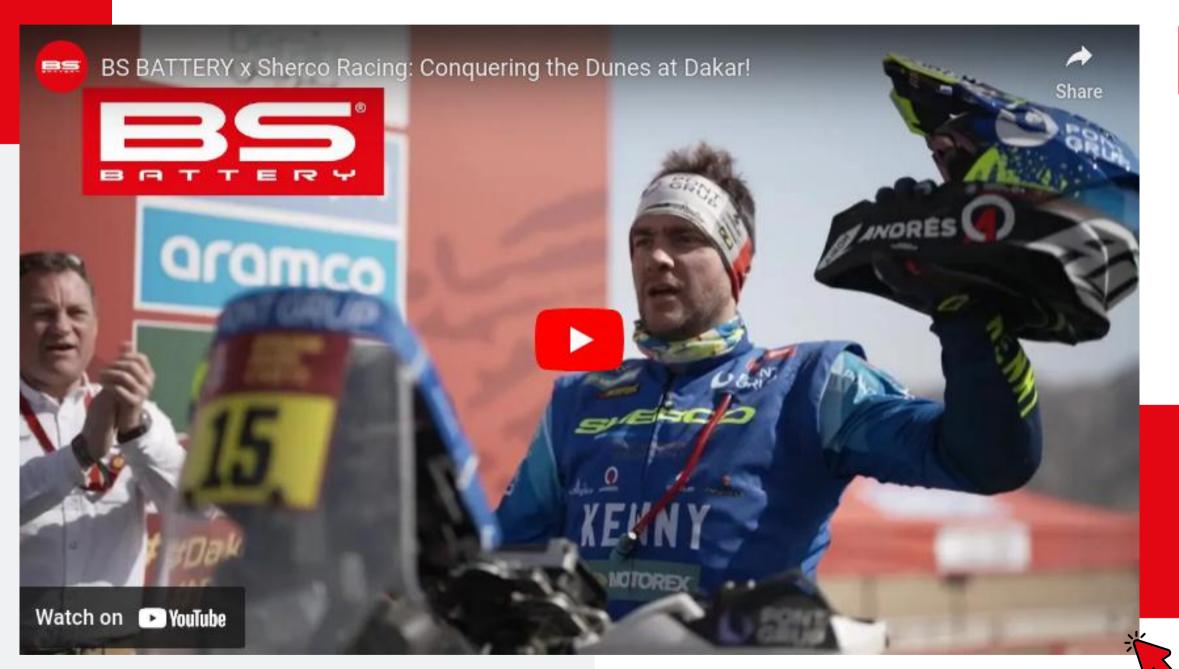
Wishing you a wonderful and successful 2025! We can't wait to power your ride and continue growing together this year.

Thank you for your trust and partnership!









RALLY DAKAR 2025

RACING NEWS

Sherco Racing hit the dunes at the Dakar Rally powered by our lithium battery BSLi-04/06!

After facing extreme conditions and intense competition, Rui Gonçalves secured **P11** in the general classification, and Lorenzo Santolino finished at **P18**.

SEE MORE

Format 9:16 (.mp4) available <u>here!</u>







PRODUCT NEWS



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







NORTH AMERICAN NVP PRODUCT EXPO



WHAT'S NEW?

Every January, we kick off the year at the **North American NVP Product Expo** in Louisville, KY, hosted by our partners Parts Unlimited and Drag Specialties.















View this post on Instagram

A post shared by BS BATTERY (@bsbatteryofficial)

READ MORE



SCHEDULE FOR OUR RACING PARTNERSHIP ANNOUNCEMENTS







Racing partnership renewals on the way!

Complete with a ready-to-use media kit featuring a key visual, official sponsor logo, press release, and photos!

















GMT94



3

LATE FEB

5

And many more coming soon!

Details will be shared in the

February Toolbox.





IMPORTANT REMINDER

POWERSPORT

CATALOG 2025 - ONLINE

BS Battery new 2025 Powersport catalog, which was unveiled at EICMA, is now available online!

B2B PORTAL

Full Catalog with Application List

DOWLOAD AREA











IMPORTANT REMINDER

MERCHANDISING ITEMS

Production on request - please share your interest and needs to our marketing team by <u>February 15th</u>.

3X3 TENT

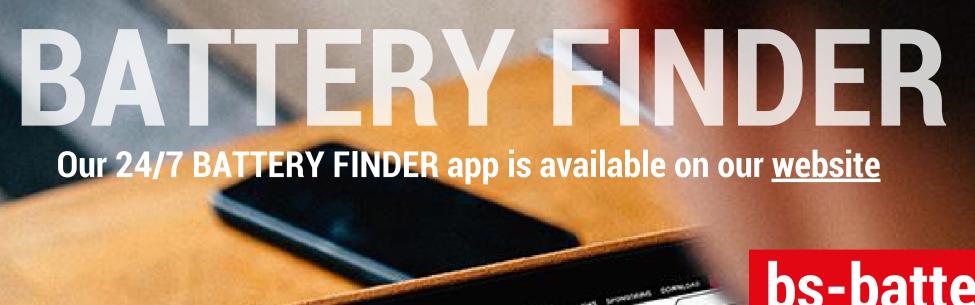


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COUNTERMAT



POS MATERIALS

FIND THE RIGHT BS BATTERY FOR YOUR VEHICLE

UPGRADE Model BSUIGHTS

SATTERY CHARGER | SOCIETY | TESTER

BATTERY FINDER

1 Select your vehicle

OEM FITMENT

BATTERY PARKER

MT-10 1000



IMPORTANT REMINDER

UPDATE

BATTERY FINDER



Find the right battery in seconds for your :









Moto

Scooter

ATV/UTV/SSV

Watercraft



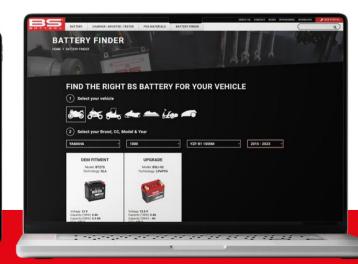




Snowmobile

Lawnmower

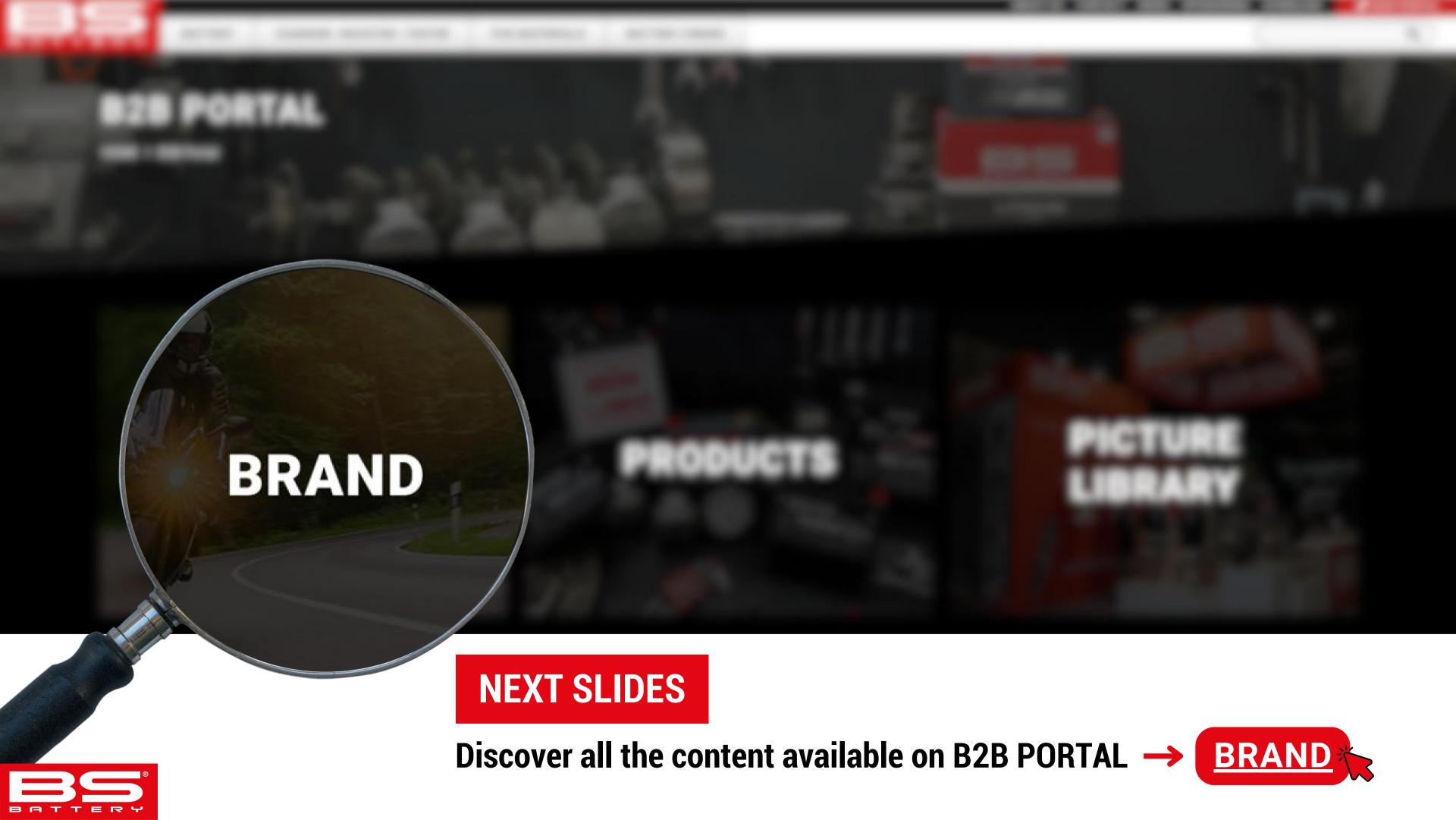
Robot















OFFLINE ADS - Maximum Performance



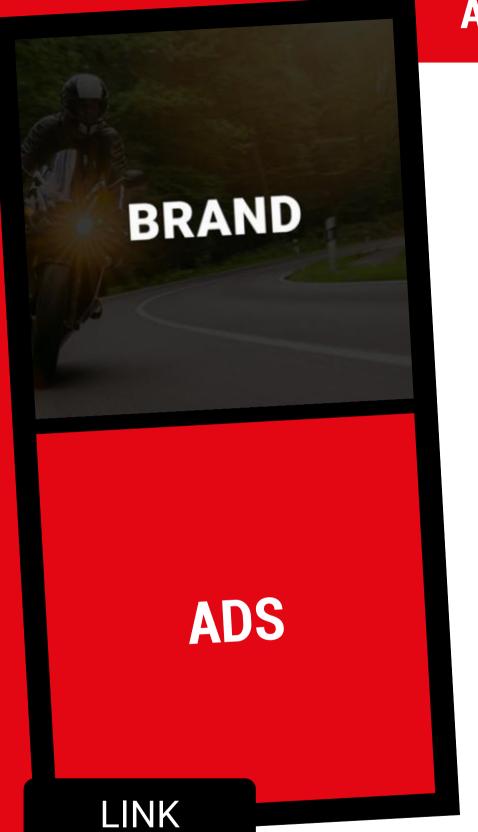
Featuring the Lithium Max, SLA Max BGZ Series, BS30 charger, and Powerbox PB-02 this campaign highlights the spirit of the MAX range, as the ultimate solutions for performance.

Format:

- Offline Ad Printing file
- .pdf & source files
- 8.625 x 5.5 in





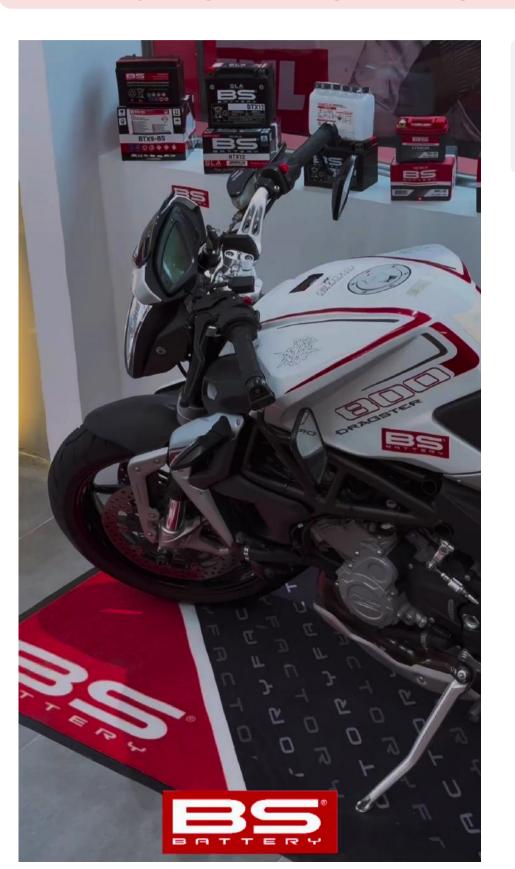


PRODUCT VIDEOS





BS Battery range - MV Agusta Dragster



Video: 30 sec

Format : .mp4 | 9:16







by February 15th.



MERCHANDISING

LINK



REMINDER

NEW MERCHANDISING ITEMS

Production on request - please share your interest and needs to our marketing team

TENT

On request

Easy to set up not inflatable, ideal for racing events and exhibitions.

Dimensions suggested: 3 x 3 m



COUNTERMAT

On request

Dealers hands-on support with upgrade cross reference chart, battery range overview, and quick access to our fitment list (battery finder). Scratchresistant matte laminate counter mat, non-skid rubber backing.

Dimensions suggested: $400 \times 550 \text{ mm}$ ($16 \times 22^{\circ}$ in) 1.5 mm Thick ($\sim 1/16^{\circ}$)

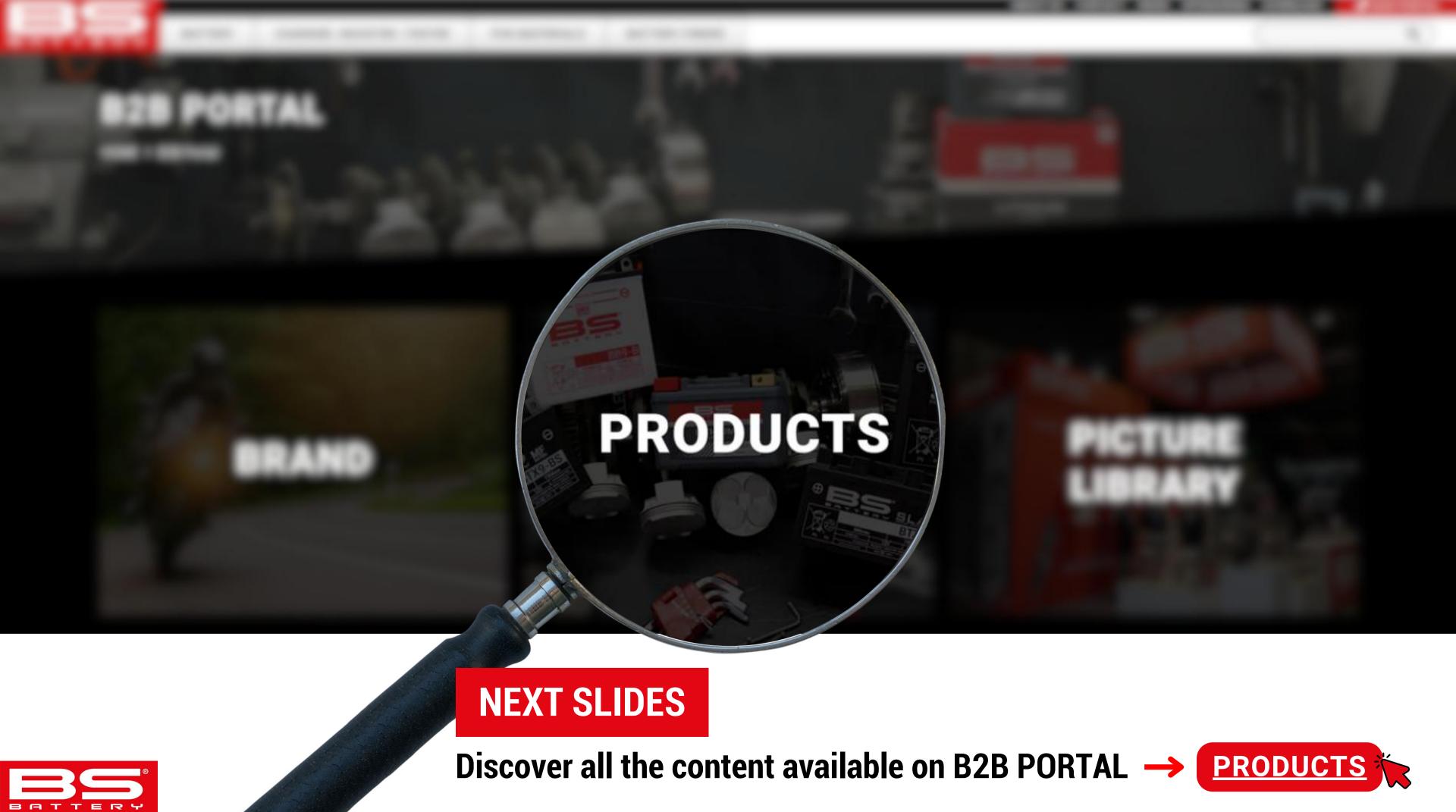




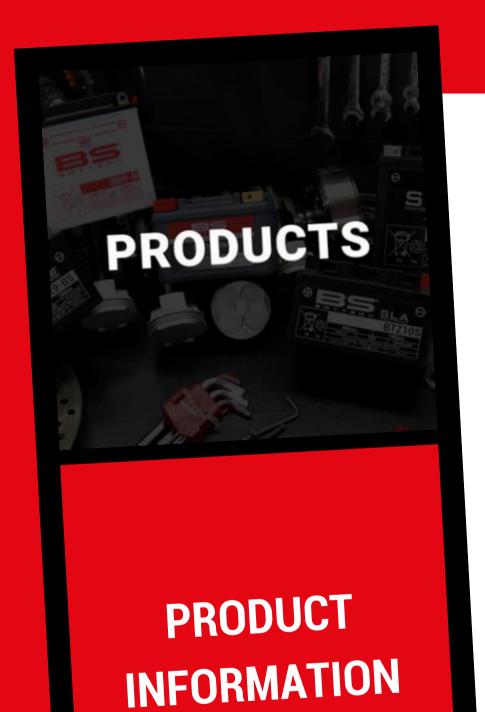
On request Durable and easy to set up inflatable tent, ideal for outdoor events and exhibitions.











LINK

DRY / SLA replacement

	P/N	DESIGNATION	P/N	REPLACEMENT
3	10531	BS DRY BATTERY - 12N5.5-4B (With Acid Pack)	300841	BS SLA BATTERY - 12N5.5-4A/4B (FA)

DRY BATTERY









The dry battery 12N5.5-4B model has been discontinued and is no longer be available. As an alternative, we recommend our **SLA** battery 12N5.5-4A/4B (FA).

Technical features SLA 12N5.5-4A/4B (FA)

BS CODE	VOLTS (V)	VOLTE (V)	CCA (A)	CAPACITY AH	CAPACITY AH	DIME	NSIONS (±	2mm)	ASSEMBLY	TERMINAL
DS CODE		CCA (A)	(10Hr)	(20Hr)	L	W	Н	LAYOUT	TENWINAL	
300841	12	70	5.5	5.8	135	60	130	+ -	Α	







PRODUCT INFORMATION

LINK



NEW

REACH DECLARATION 2025



REACH DECLARATION

This declaration refers to Regulation (EC) No 1907/2006 of the European Parliament and of the Council of 18 December 2006 concerning the Registration, Evaluation, Authorization and Restriction of Chemicals (REACH).

Articles listed below **do not contain** any substances above 0.1 % (w/w) per product that are listed on the "Candidate List" of substances of very high concern (SVHC), as updated on **2024/06/27**

- Lithium starter battery (BSLI RANGE)
- Lithium booster
- Lithium robot battery
- NiMH robot battery

Articles listed below contain more than 0.1 % (w/w) of an SVHC.

Product category	EC No.	CAS No.	SVHC	
Lead acid starter battery (CA/CA, DRY, MF, SLA)	231-100-4	7439-92-1	Lead	

In the sense of REACH Regulation (EC) No 1907/2006 all products listed in this declaration are articles (not chemicals or mixtures), which are not intended to release any substance under normal and reasonably foreseeable conditions of use.

The relevant instructions to ensure the safe use of these articles, as a result of the presence of the above identified Candidate List substance in their chemical composition, throughout their whole life cycle including service life and waste/recycling stage, as well as foreseeable misuse are provided in the respective Safety Data Sheet (MSDS).

All articles listed above do not contain any substances above 0.1 % (w/w) per product that are listed in the current edition of Annex XIV of the REACH Regulation ("Authorization List").

All articles listed above are in conformance with the current edition of Annex XVII of the REACH Regulation ("List of Restrictions").

The above statements include packaging materials.

BS Battery Sas − 30 Rue Pasteur − 92150 SURESNES − FRANCE
Tél. : +33 (1) 83 62 45 60 − Fax : +33 (1) 83 62 45 46

S.A.S. au capital de 700 000 € − RCS Nanterre B 305 933 681 − Numéro Intracommunautaire : FR 53 305 933 681



Articles containing more than 0.1 % (w/w) of an SVHC have been registered according to the Directive 2008/98/EC of European Parliament and of the Council of 19 November 2008 on waste and repealing certain Directives (Waste Framework Directive, WFD).

Product category	SCIP number
Lead acid starter battery (CA/CA)	0e77cab5-e226-40be-bd77-f388533f8262
Lead acid starter battery (DRY)	652157f5-fb94-4c45-8aab-33d771bce542
Lead acid starter battery (MF)	9fb175dc-f2c7-49b2-9531-99597e91a1a
Lead acid starter battery (SLA)	6d4dd272-c1bb-4d7d-a662-fe31e991d86a

Signed for and on behalf of: BS BATTERY SAS

Place and date of issue: SURESNES, 2025/01/03

Name, Function: ROMAIN MENDUNI

PRODUCT MARKETING MANAGER

Signature



BS Battery Sas − 30 Rue Pasteur − 92150 SURESNES - FRANCE Tél. : +33 (1) 83 62 45 60 - Fax : +33 (1) 83 62 45 46 S.A.S. au capital de 700 000 € - RCS Nanterre B 305 933 681 − Numéro Intracommunautaire : FR 53 305 933 681









LINK





REMINDER Lithium Range Update



P/N	DESIGNATION	UPGRADES						
360107	BS LITHIUM - BSLi-07	HIGH PERFORMANCE LIGHTWEIGHT BATTERY						
360119	BS LITHIUM - BSLi-09	LITHUM LIFEPO4 BSLi-09 12V 7.5Ah 90Wh 480A						

BSLi-07 lithium battery model has been discontinued and is no longer be available.

As an alternative, we recommend our BSLi-09 model which offers superior performance

BS TYPE	BS CODE POWER		CCA (A)	CAPACITY	DIMENSIONS (±2mm)		POLARITY TER	TERMINAL	REPLACEMENT - MOST POPULAR MODELS			
	BS CODE	(Wh)	CCA (A)	AH (10Hr)	1	W	Н	PULANITY	TERMINAL	SLA / SLA MAX	MF	DRY
BSLi-09	360119	90	480	7.5	148	86	105	+ -	M6	BTX16 BTX16H BTX20H BTX20CH	BTX16-BS BTX16-BS-1 BTX20-BS BTX20CH-BS BTX20A-BS	BB16B-B BB16B-A/A1 HBB16A-A/AB BB18-A









Lithium Range Upgrades



P/N	DESIGNATION	UPGRADES	REMINDER
360119	BS LITHIUM - BSLI-09	CCA: 360A > 480A Capacity: 6Ah > 7,5Ah Power: 72Wh > 90wh	
360118	BS LITHIUM - BSLI-10	CCA: 360A > 480A Capacity: 6Ah > 7,5Ah Power: 72Wh > 90wh	
360112	BS LITHIUM - BSLI-12	CCA: 440A > 560A	

We kindly remind you that our lithium batteries BSLi-09, BSLi-10 and BSLi-12 have been upgraded and now feature higher CCA. Please make sure to update your system accordingly.

Product packshots with right labels are downloadable from here: (CLICK HERE)

Please update your product information with new datasheets & packshot









SLA MAZ BGZ SERIES

SLA MAX BGZ Series range

Video: 35 sec

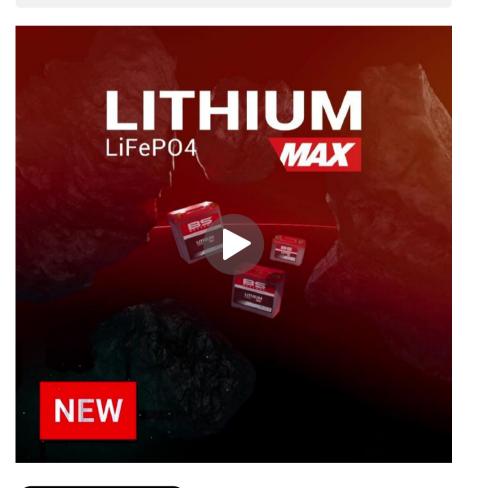
Format : .mp4 | 1:1



Lithium Max range

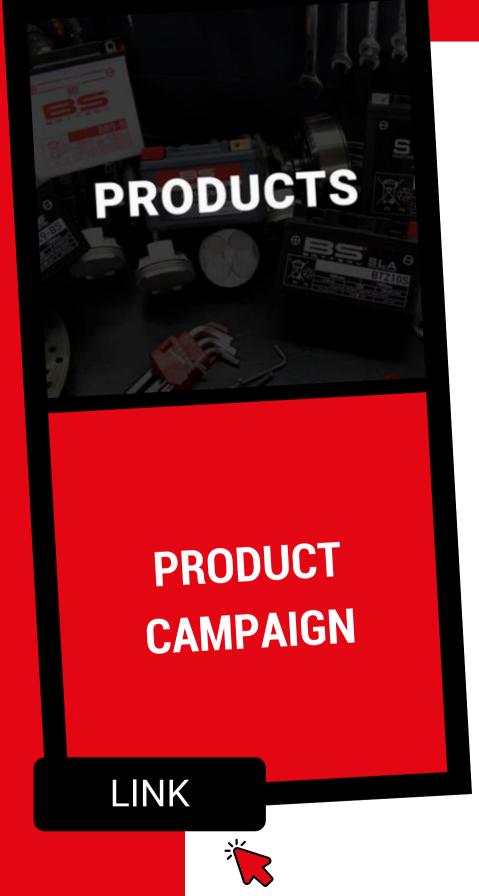
Video: 35 sec

Format : .mp4 | 1:1





Lithium Max Range







CHARGERS - VIDEOS





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





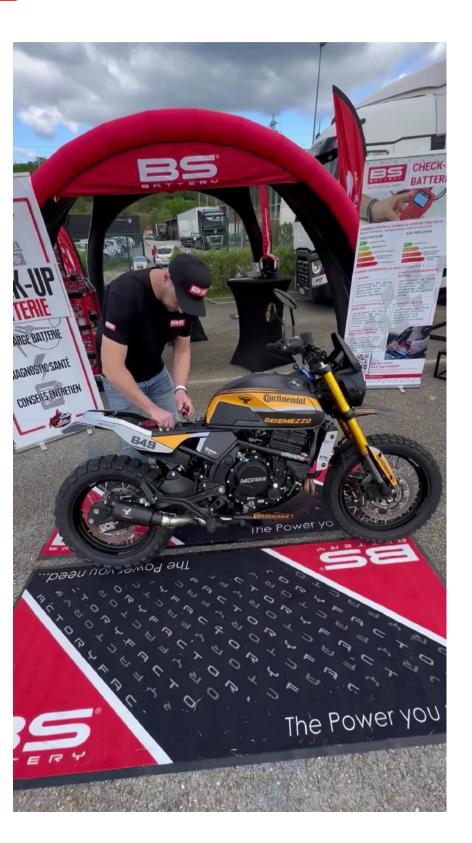








BST1000



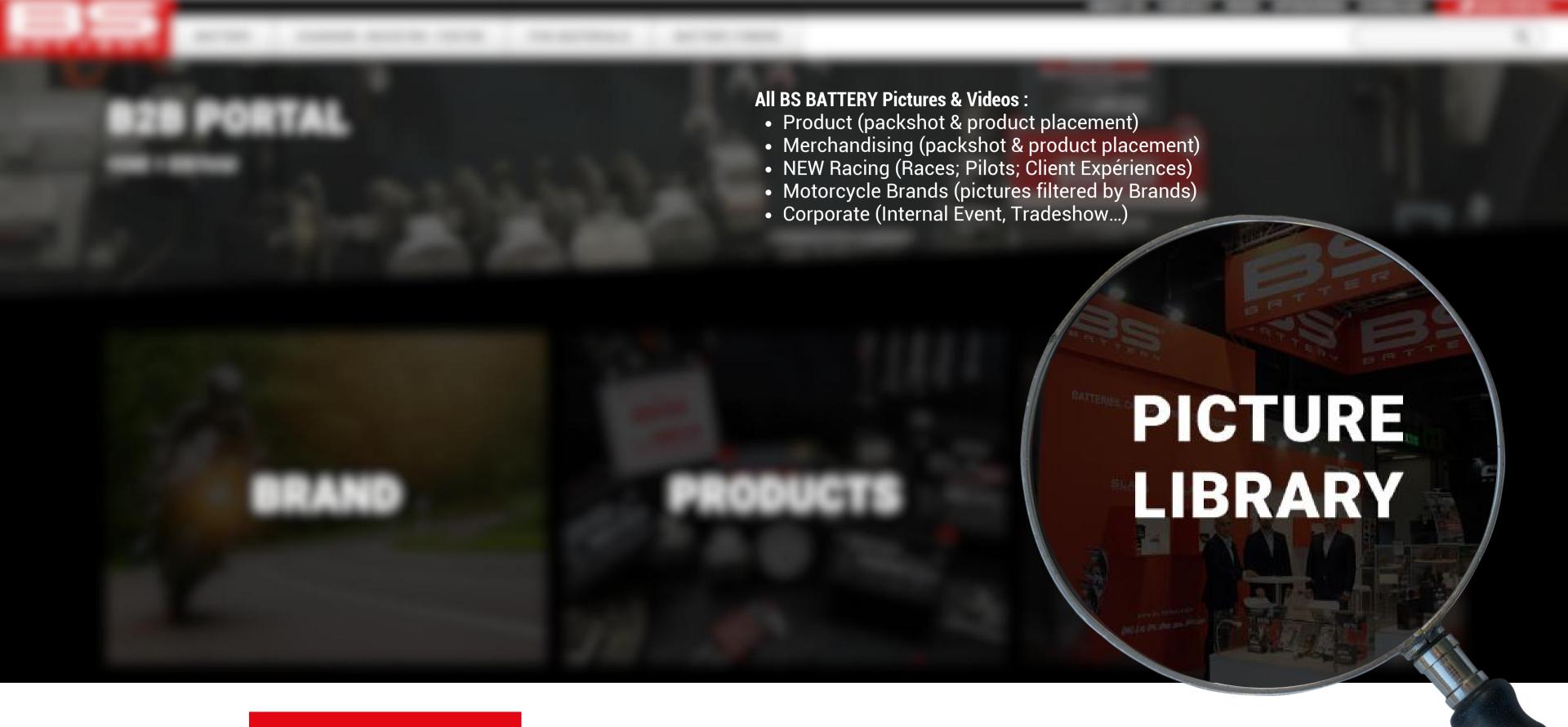
Our BST1000 tester in situation

Video: 20 sec

Format : .mp4 | 9:16







NEXT SLIDES

Discover all the content available on B2B PORTAL











NEW HELMETS COLLECTION



PICTURE

LIBRARY





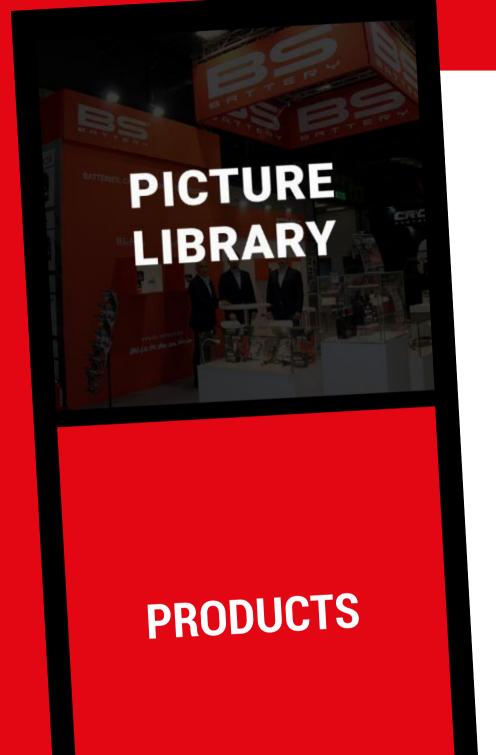












LINK

REMINDER

SLA MAX BGZ SERIES





LITHIUM MAX







PRODUCT PLACEMENT





REMINDER

BOOSTER







PRODUCTS

LINK



PA-01 JAR









DISCOVER MORE ON









SOCIAL **MEDIAS**

BS BATTERY WEBSITE

https://bs-battery.com/







@bsbattery





@bsbattery

CONTACT

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

UPDATED IN NOVEMBER 2024!



