



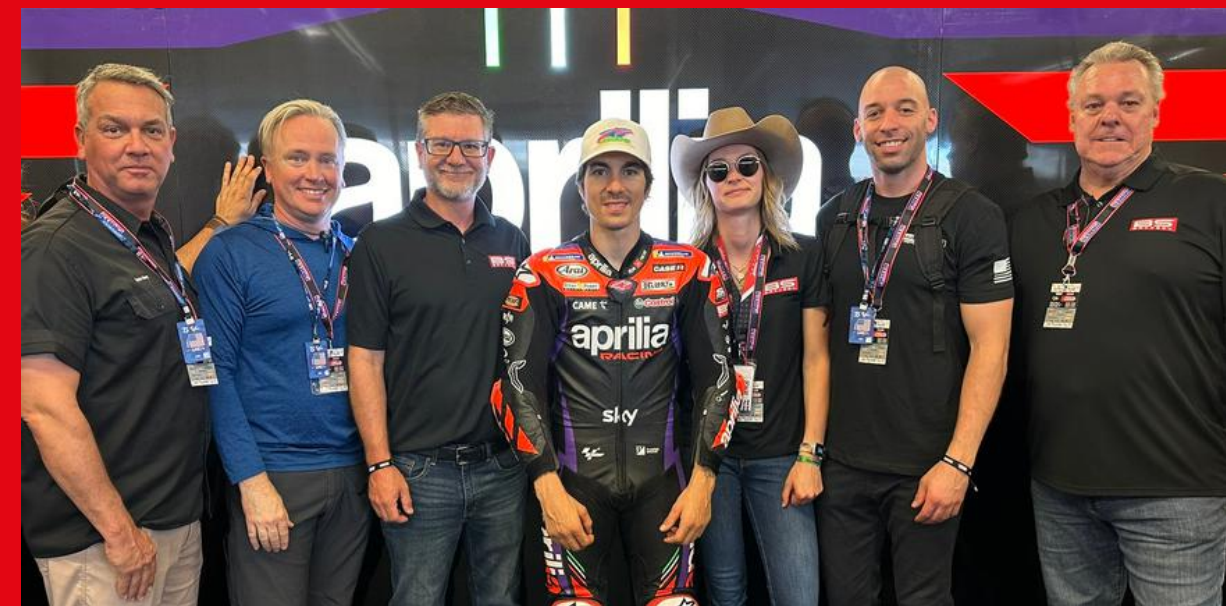
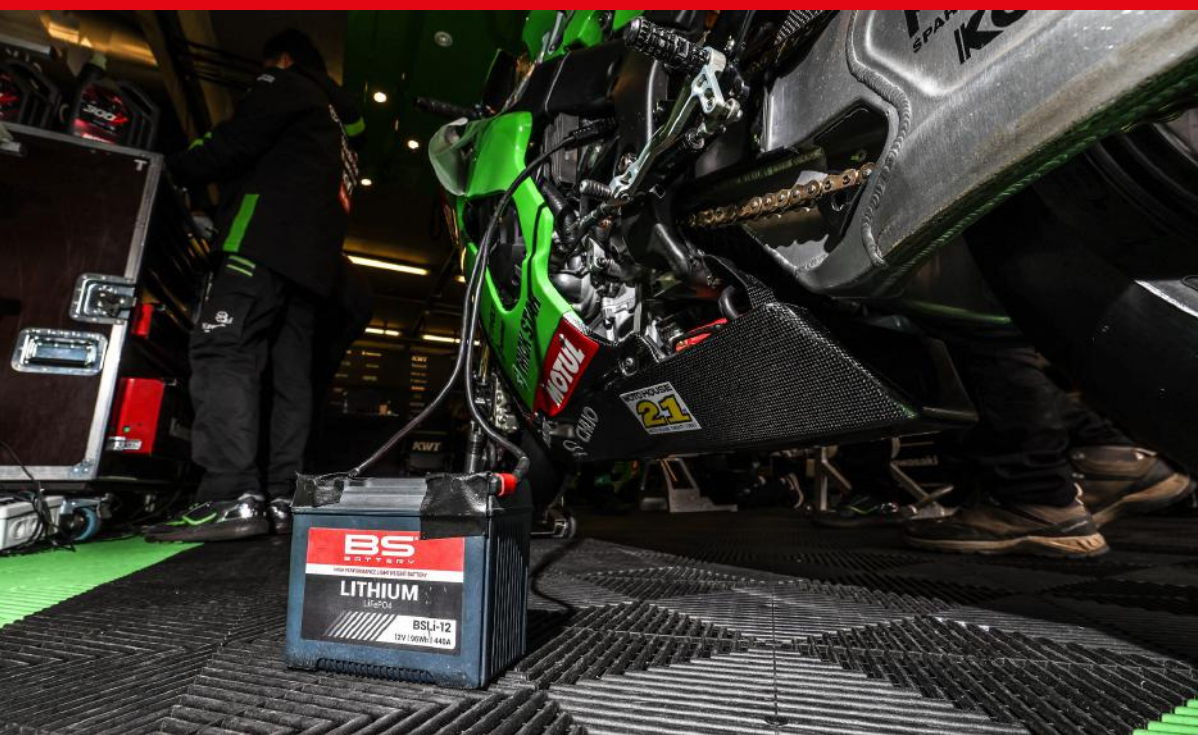
MARKETING TOOLBOX

MARKETING ASSETS OVERVIEW

APRIL 2024

AVAILABLE ON THE

 [B2B PORTAL](#)



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)

2024 Powersport Catalog

We're pleased to unveil the update of our **2024 Powersport Catalog** (English & Spanish versions available), which now features our latest product news and innovation. In addition, the catalog cover has a fresh look, showcasing the dynamic world of 2024 riders and teams sponsored by BS BATTERY.

What's New:

- Fresh Catalog Cover Featuring 2024 Riders and Teams
- Lithium Max Range
- BGZ Series (SLA Max Range)
- New Jar Packaging Solution for PA-01



CATÁLOGO 24

BATERÍA | CARGADOR | POTENCIADOR | COMPROBADOR

Available in **English & Spanish**

.pdf

CLICK HERE



LITHIUM MAX | MAXIMUM PERFORMANCE **NEW**



OEM **plug and play**

- Ready to use
Just plug & play
- Lighter weight
Up to 70% lighter than Lead Acid batteries
- Extensive cycle life
Over 2 000 cycles
- Heat resistance
Up to 230°C
- Robust brass terminals
To enhance electrical performance
- State of charge indicator
Monitor the state of charge with the indicator screen on the top

Our latest Lithium Max Range is crafted to exceed the exacting standards of modern vehicles, including off-road bikes, V-Twins, ATV, UTV, SSVs.

Comprising three models, this cutting-edge generation of lithium batteries is designed to meet the needs of today's riders. Featuring robust brass terminals and larger polymer cells, our Lithium Max batteries deliver unrivaled performance with enhanced CCA and capacity.

Engineered to meet the latest electrical standards, these LiFePO4 batteries are tailored to seamlessly integrate into present-day motorcycles as original equipment manufacturer (OEM) fittings. Experience the pinnacle of power, reliability, and innovation with our Lithium Max Range.

COMPATIBLE CHARGERS

BS 10	Battery size up to 20Ah
BS 30	Battery size up to 60Ah
BK 20	Battery size up to 40Ah

Note: Lithium motorcycle batteries can't be charged over 10V and require a specific charger for Lithium technology.


MOUNTING ANGLES

HIGH INCLINATION NON-SPILLABLE




TECHNICAL FEATURES | LITHIUM MAX


BS TYPE	BS CODE	POWER (W)	CCA (A)	CAPACITY (Ah)	DIMENSIONS (LxWxH)			POLARITY	TERMINAL	REPLACEMENT LITHIUM	MOST POPULAR MODELS
BSLI-02 MAX	360115	35	180	3	114	70	85	←	MS	BSLI-02	YAMAHA YZF-R1, YZF-R1M, HONDA CBR1000RR, KTM RC9, SUZUKI SV650, HONDA CBR600F4I, HONDA CBR600F4I-2, HONDA CBR600F4I-3, HONDA CBR600F4I-4, HONDA CBR600F4I-5, HONDA CBR600F4I-6, HONDA CBR600F4I-7, HONDA CBR600F4I-8, HONDA CBR600F4I-9, HONDA CBR600F4I-10, HONDA CBR600F4I-11, HONDA CBR600F4I-12, HONDA CBR600F4I-13, HONDA CBR600F4I-14, HONDA CBR600F4I-15, HONDA CBR600F4I-16, HONDA CBR600F4I-17, HONDA CBR600F4I-18, HONDA CBR600F4I-19, HONDA CBR600F4I-20, HONDA CBR600F4I-21, HONDA CBR600F4I-22, HONDA CBR600F4I-23, HONDA CBR600F4I-24, HONDA CBR600F4I-25, HONDA CBR600F4I-26, HONDA CBR600F4I-27, HONDA CBR600F4I-28, HONDA CBR600F4I-29, HONDA CBR600F4I-30, HONDA CBR600F4I-31, HONDA CBR600F4I-32, HONDA CBR600F4I-33, HONDA CBR600F4I-34, HONDA CBR600F4I-35, HONDA CBR600F4I-36, HONDA CBR600F4I-37, HONDA CBR600F4I-38, HONDA CBR600F4I-39, HONDA CBR600F4I-40, HONDA CBR600F4I-41, HONDA CBR600F4I-42, HONDA CBR600F4I-43, HONDA CBR600F4I-44, HONDA CBR600F4I-45, HONDA CBR600F4I-46, HONDA CBR600F4I-47, HONDA CBR600F4I-48, HONDA CBR600F4I-49, HONDA CBR600F4I-50, HONDA CBR600F4I-51, HONDA CBR600F4I-52, HONDA CBR600F4I-53, HONDA CBR600F4I-54, HONDA CBR600F4I-55, HONDA CBR600F4I-56, HONDA CBR600F4I-57, HONDA CBR600F4I-58, HONDA CBR600F4I-59, HONDA CBR600F4I-60, HONDA CBR600F4I-61, HONDA CBR600F4I-62, HONDA CBR600F4I-63, HONDA CBR600F4I-64, HONDA CBR600F4I-65, HONDA CBR600F4I-66, HONDA CBR600F4I-67, HONDA CBR600F4I-68, HONDA CBR600F4I-69, HONDA CBR600F4I-70, HONDA CBR600F4I-71, HONDA CBR600F4I-72, HONDA CBR600F4I-73, HONDA CBR600F4I-74, HONDA CBR600F4I-75, HONDA CBR600F4I-76, HONDA CBR600F4I-77, HONDA CBR600F4I-78, HONDA CBR600F4I-79, HONDA CBR600F4I-80, HONDA CBR600F4I-81, HONDA CBR600F4I-82, HONDA CBR600F4I-83, HONDA CBR600F4I-84, HONDA CBR600F4I-85, HONDA CBR600F4I-86, HONDA CBR600F4I-87, HONDA CBR600F4I-88, HONDA CBR600F4I-89, HONDA CBR600F4I-90, HONDA CBR600F4I-91, HONDA CBR600F4I-92, HONDA CBR600F4I-93, HONDA CBR600F4I-94, HONDA CBR600F4I-95, HONDA CBR600F4I-96, HONDA CBR600F4I-97, HONDA CBR600F4I-98, HONDA CBR600F4I-99, HONDA CBR600F4I-100
BSLI-10 MAX	360116	180	750	15	175	87	155	←	MS	BSLI-10	YAMAHA YZF-R1, YZF-R1M, HONDA CBR1000RR, KTM RC9, SUZUKI SV650, HONDA CBR600F4I, HONDA CBR600F4I-2, HONDA CBR600F4I-3, HONDA CBR600F4I-4, HONDA CBR600F4I-5, HONDA CBR600F4I-6, HONDA CBR600F4I-7, HONDA CBR600F4I-8, HONDA CBR600F4I-9, HONDA CBR600F4I-10, HONDA CBR600F4I-11, HONDA CBR600F4I-12, HONDA CBR600F4I-13, HONDA CBR600F4I-14, HONDA CBR600F4I-15, HONDA CBR600F4I-16, HONDA CBR600F4I-17, HONDA CBR600F4I-18, HONDA CBR600F4I-19, HONDA CBR600F4I-20, HONDA CBR600F4I-21, HONDA CBR600F4I-22, HONDA CBR600F4I-23, HONDA CBR600F4I-24, HONDA CBR600F4I-25, HONDA CBR600F4I-26, HONDA CBR600F4I-27, HONDA CBR600F4I-28, HONDA CBR600F4I-29, HONDA CBR600F4I-30, HONDA CBR600F4I-31, HONDA CBR600F4I-32, HONDA CBR600F4I-33, HONDA CBR600F4I-34, HONDA CBR600F4I-35, HONDA CBR600F4I-36, HONDA CBR600F4I-37, HONDA CBR600F4I-38, HONDA CBR600F4I-39, HONDA CBR600F4I-40, HONDA CBR600F4I-41, HONDA CBR600F4I-42, HONDA CBR600F4I-43, HONDA CBR600F4I-44, HONDA CBR600F4I-45, HONDA CBR600F4I-46, HONDA CBR600F4I-47, HONDA CBR600F4I-48, HONDA CBR600F4I-49, HONDA CBR600F4I-50, HONDA CBR600F4I-51, HONDA CBR600F4I-52, HONDA CBR600F4I-53, HONDA CBR600F4I-54, HONDA CBR600F4I-55, HONDA CBR600F4I-56, HONDA CBR600F4I-57, HONDA CBR600F4I-58, HONDA CBR600F4I-59, HONDA CBR600F4I-60, HONDA CBR600F4I-61, HONDA CBR600F4I-62, HONDA CBR600F4I-63, HONDA CBR600F4I-64, HONDA CBR600F4I-65, HONDA CBR600F4I-66, HONDA CBR600F4I-67, HONDA CBR600F4I-68, HONDA CBR600F4I-69, HONDA CBR600F4I-70, HONDA CBR600F4I-71, HONDA CBR600F4I-72, HONDA CBR600F4I-73, HONDA CBR600F4I-74, HONDA CBR600F4I-75, HONDA CBR600F4I-76, HONDA CBR600F4I-77, HONDA CBR600F4I-78, HONDA CBR600F4I-79, HONDA CBR600F4I-80, HONDA CBR600F4I-81, HONDA CBR600F4I-82, HONDA CBR600F4I-83, HONDA CBR600F4I-84, HONDA CBR600F4I-85, HONDA CBR600F4I-86, HONDA CBR600F4I-87, HONDA CBR600F4I-88, HONDA CBR600F4I-89, HONDA CBR600F4I-90, HONDA CBR600F4I-91, HONDA CBR600F4I-92, HONDA CBR600F4I-93, HONDA CBR600F4I-94, HONDA CBR600F4I-95, HONDA CBR600F4I-96, HONDA CBR600F4I-97, HONDA CBR600F4I-98, HONDA CBR600F4I-99, HONDA CBR600F4I-100
BSLI-12 MAX	360117	216	900	18	166	127	175	←	MS	BSLI-12	YAMAHA YZF-R1, YZF-R1M, HONDA CBR1000RR, KTM RC9, SUZUKI SV650, HONDA CBR600F4I, HONDA CBR600F4I-2, HONDA CBR600F4I-3, HONDA CBR600F4I-4, HONDA CBR600F4I-5, HONDA CBR600F4I-6, HONDA CBR600F4I-7, HONDA CBR600F4I-8, HONDA CBR600F4I-9, HONDA CBR600F4I-10, HONDA CBR600F4I-11, HONDA CBR600F4I-12, HONDA CBR600F4I-13, HONDA CBR600F4I-14, HONDA CBR600F4I-15, HONDA CBR600F4I-16, HONDA CBR600F4I-17, HONDA CBR600F4I-18, HONDA CBR600F4I-19, HONDA CBR600F4I-20, HONDA CBR600F4I-21, HONDA CBR600F4I-22, HONDA CBR600F4I-23, HONDA CBR600F4I-24, HONDA CBR600F4I-25, HONDA CBR600F4I-26, HONDA CBR600F4I-27, HONDA CBR600F4I-28, HONDA CBR600F4I-29, HONDA CBR600F4I-30, HONDA CBR600F4I-31, HONDA CBR600F4I-32, HONDA CBR600F4I-33, HONDA CBR600F4I-34, HONDA CBR600F4I-35, HONDA CBR600F4I-36, HONDA CBR600F4I-37, HONDA CBR600F4I-38, HONDA CBR600F4I-39, HONDA CBR600F4I-40, HONDA CBR600F4I-41, HONDA CBR600F4I-42, HONDA CBR600F4I-43, HONDA CBR600F4I-44, HONDA CBR600F4I-45, HONDA CBR600F4I-46, HONDA CBR600F4I-47, HONDA CBR600F4I-48, HONDA CBR600F4I-49, HONDA CBR600F4I-50, HONDA CBR600F4I-51, HONDA CBR600F4I-52, HONDA CBR600F4I-53, HONDA CBR600F4I-54, HONDA CBR600F4I-55, HONDA CBR600F4I-56, HONDA CBR600F4I-57, HONDA CBR600F4I-58, HONDA CBR600F4I-59, HONDA CBR600F4I-60, HONDA CBR600F4I-61, HONDA CBR600F4I-62, HONDA CBR600F4I-63, HONDA CBR600F4I-64, HONDA CBR600F4I-65, HONDA CBR600F4I-66, HONDA CBR600F4I-67, HONDA CBR600F4I-68, HONDA CBR600F4I-69, HONDA CBR600F4I-70, HONDA CBR600F4I-71, HONDA CBR600F4I-72, HONDA CBR600F4I-73, HONDA CBR600F4I-74, HONDA CBR600F4I-75, HONDA CBR600F4I-76, HONDA CBR600F4I-77, HONDA CBR600F4I-78, HONDA CBR600F4I-79, HONDA CBR600F4I-80, HONDA CBR600F4I-81, HONDA CBR600F4I-82, HONDA CBR600F4I-83, HONDA CBR600F4I-84, HONDA CBR600F4I-85, HONDA CBR600F4I-86, HONDA CBR600F4I-87, HONDA CBR600F4I-88, HONDA CBR600F4I-89, HONDA CBR600F4I-90, HONDA CBR600F4I-91, HONDA CBR600F4I-92, HONDA CBR600F4I-93, HONDA CBR600F4I-94, HONDA CBR600F4I-95, HONDA CBR600F4I-96, HONDA CBR600F4I-97, HONDA CBR600F4I-98, HONDA CBR600F4I-99, HONDA CBR600F4I-100



HIGHER PERFORMANCE
Larger pouch cells for enhanced CCA & capacity



ROBUST PURE BRASS TERMINAL
To enhance electrical conductivity and mechanical performance



STATE OF CHARGE INDICATOR
Monitor the state of charge of the battery thanks to LED lights

DID YOU KNOW?

Our BSLI-10 Max & BSLI-12 Max battery casings are designed to seamlessly fit with original Lead Acid batteries - no spacers are required.

Lithium batteries exceeding 100Wh must be shipped as dangerous goods. Our Lithium Max batteries are packaged with UN mastercarton according to international transportation standards.

STAY UP TO DATE WITH THE LATEST EVENTS, RACING AND PRODUCTS NEWS

BS BATTERY

BATTERY | CHARGER | BOOSTER | TESTER | POS MATERIALS | BATTERY FINDER

ALL | EVENT | JOB OFFER | PRODUCT | RACING

ABOUT US | CONTACT | NEWS | SPONSORING | DOWNLOAD | B2B PORTAL

RACING: BS BATTERY RIDERS AT 24 HOURS OF LE MANS 2024 : RECAP OF THE 47TH EDITION

RACING: BREATHTAKING AMERICAS GRAND PRIX FOR BS BATTERY!

RACING: JUNIOR TEAM SUZUKI LMS AND BS BATTERY INSPIRING TOMORROW'S MECHANICS FOR THE 2024 SEASON!

EVENT: 2024 FERIA DE LAS 2 RUEDAS

PRODUCT: NEW - PA-01 EYELET CONNECTOR JAR: THE COUNTER SOLUTION!

RACING: KAWASAKI BUD RACING & BS BATTERY: A STRONG ALLIANCE WHICH PERSISTS INTO 2024 SEASON!

10:42 AM 4/25/2024

DISCOVER MORE



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PRODUCTS

PICTURE
LIBRARY

NEXT SLIDES

Discover all the content available on B2B PORTAL →

BRAND

NEW 2024/04 - Junior Team Suzuki LMS and BS Battery: Inspiring Tomorrow's Mechanics for the 2024 Season!

2024/04 - Breathtaking Americas Grand Prix for BS Battery!

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

Junior Team Suzuki LMS and BS BATTERY: Inspiring Tomorrow's Mechanics for the 2024 Season!

As the excitement builds for the opening round of the French Superbike championship at Le Mans on April 6 & 7, 2024, our eyes are on the [Junior Team Suzuki LMS](#), powered by BS Battery. This dynamic partnership between the young mechanics students of the Junior Team Suzuki LMS and the support of BS Battery promises an electrifying season ahead!



Since 2022, BS Battery has been an Official Technical Partner of the Junior Team Suzuki LMS, aiding their position in both the French national Superbike championship and the endurance world championship, notably the prestigious 24 hours of Motos at Le Mans. The collaboration sees BS Battery's cutting-edge [BSLI-04/06 lithium battery](#) technology integrated into the Suzuki 1000 GSX-RR road motorcycles, enhancing performance with its lightweight design.



Run by [Damien Saulnier](#), a former student turned teacher and now esteemed team manager, the program is part of an educational institution dedicated to nurturing young talent in motorcycle racing. It stands as a beacon of excellence, attracting over 50 to 70 applications annually, from which only 10 fortunate students are selected to embark on a year-long intensive training program. With a rich history spanning 28 years, the team boasts an impressive track record, including over 15 championship titles and a legacy of over 80 pilots and 280 mechanics.

BS Battery's involvement extends beyond mere sponsorship, actively supporting the team with essential equipment and fostering invaluable learning experiences to empower the next generation of motorsport enthusiasts and professionals.



BS Battery Academy - Le Mans Sud high school - October 2023

Breathtaking Americas Grand Prix for BS Battery!



Austin, TX, April 14, 2024 -

BS Battery marked an outstanding presence at the Circuit of The Americas (COTA) this weekend during the Americas Grand Prix alongside its esteemed partner Le Mans Corporation!

Our USA team connected with fans and industry insiders at the Parts Unlimited and Drag Specialties hospitality at turn 19, exclusively for their dealers. Amidst the sound of roaring GP bike engines, BS Battery displayed its products, talked about motorcycles and batteries, and enjoyed the thrilling race atmosphere.

A highlight of the weekend was Fabio's visit to the hospitality area, where he engaged in insightful exchanges with dealers and teams, topping a fan-favorite signing session!



Taking their commitment to the next level, BS Battery offered select dealers and sales representatives an exclusive experience behind the curtain of racing glory, granting them access to the inner place of the Aprilia Racing Team. They embarked on stunning garage tours, in the heart of the action with the team and riders.

BRAND

PRESS

LINK



NEW 2024/04 - BS Battery Riders at 24 Hours of Le Mans 2024 Recap of the 47th Edition

2024/04 - Importations Thibault and BB Battery renew their partnership with the Bridgestone Canadian Superbike series for the 2024 season

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



PRESS RELEASE

For immediate release
Sherbrooke, April 23, 2024

IMPORTATIONS THIBAUT AND BS BATTERY RENEW THEIR PARTNERSHIP WITH THE BRIDGESTONE CANADIAN SUPERBIKE SERIES FOR THE 2024 SEASON

Sherbrooke, Québec – Importations Thibault and BS Battery are pleased to officially announce the renewal of their partnership with the Bridgestone CSBK for the 2024 season. After a successful collaboration in 2023 and 2022, BS Battery will continue its role as the sponsor of the Pole Position Award, honoring the top competitors in the series for a third consecutive year.

The BS Battery Pole Position Award remains a prestigious symbol within the racing community, recognizing the rider who achieves the fastest qualifying lap at each championship event. The upcoming year promises unparalleled levels of competition, with the country's best riders racing for ultimate victory.

BS Battery is a major player in the original equipment and replacement parts market, offering an extensive range of batteries with all the technologies available for all powersports applications. Benjamin Sebban, General Manager of BS Battery, expresses satisfaction with the continuation of this collaboration: "We are delighted to renew our partnership with Importations Thibault and to once again support the Bridgestone/CSBK series. This association provides us with an ideal platform to showcase our products to a wider audience and engage in conversation with the racing community. We are confident that the upcoming season will be a resounding success and look forward to seeing the champions emerge."

Dave Oakley, Director of Business Development at Importations Thibault, shares this enthusiasm for the continuation of this alliance: "We are pleased to extend our partnership with BS Battery for another year. We take pride in contributing to this exceptional series of races and supporting the powersport community. Our commitment to quality and excellence remains at the heart of our actions, and we are confident that this collaboration will continue to enhance the experience for spectators and participants."

The BS Battery Pole Position Award is just one aspect of Importations Thibault and BS Battery's enduring commitment to motorcycle racing in Canada. As the start of the Bridgestone/CSBK series approaches, fans and riders can anticipate an exciting season filled with competition and thrills.

For more information on BS Battery and their products, please visit their website at www.bs-battery.com.

To learn more about Importations Thibault and their commitment to supporting the racing community, please visit www.importationsthibault.com.

Information regarding CSBK visit www.csbk.ca.



English & French text

BS Battery Riders at 24 Hours of Le Mans 2024 : Recap of the 47th Edition



The 24 Hours of Le Mans 2024 ended on Sunday at 3 p.m. on the Bugatti circuit with a stunning performance of our riders, powered by BS Battery. Despite facing daunting weather conditions and fierce competition, our riders demonstrated determination in this prestigious endurance event.

Out of the 48 starting teams, the race saw 19 unfortunate withdrawals, making this edition one of the toughest in recent years!

We are delighted to share the outstanding achievements of our racing partners :

- **Chromeburner-RAC 41-HONDA #41 – Martin Renaudin:** PODIUM 2nd place in the Superstock category/ 9th place overall
- **KAWASAKI WEBIKE TRICKSTAR #11:** 4th place overall
- **TEAM BOLLIGER SWITZERLAND #8:** 7th place overall.
- **JUNIOR TEAM LE MANS SUD SUZUKI #72:** 12th place overall / 4th place in the Superstock category.
- **TCP RACING #83 – Marcus Delestre :** 14th place overall / 5th place in the Superstock category.



BRAND

PRESS

LINK



"DID YOU KNOW ?" CAMPAIGNS

 [B2B PORTAL](#)

COMING SOON

Enhanced conductivity

Optimal power output



NEW


Objective : Educational campaign ; highlight one benefit per product
Short video : 10 - 15 sec
Format : .mp4 | Reels & Square
English Text

Format Square & Reels

BGZ Series - Maximum starting power

DID YOU KNOW?

MAXIMUM STARTING POWER



New BGZ Series: Ignite V-TWIN power with a CCA* up to 500A

* Cold Cranking Amps

SLA MAX
FACTORY ACTIVATED

DID YOU KNOW?

MAXIMUM STARTING POWER



New BGZ Series: Ignite V-TWIN power with a CCA* up to 500A

* Cold Cranking Amps

SLA MAX
FACTORY ACTIVATED

BGZ Series - Easy mounting

DID YOU KNOW?

EASY MOUNTING



Designed with front & top connections to facilitate the mounting on heavy duty motorcycles.

SLA MAX
FACTORY ACTIVATED

DID YOU KNOW?

EASY MOUNTING



Designed with front & top connections to facilitate the mounting on heavy duty motorcycles.

SLA MAX
FACTORY ACTIVATED

BRAND

SOCIAL MEDIA

LINK

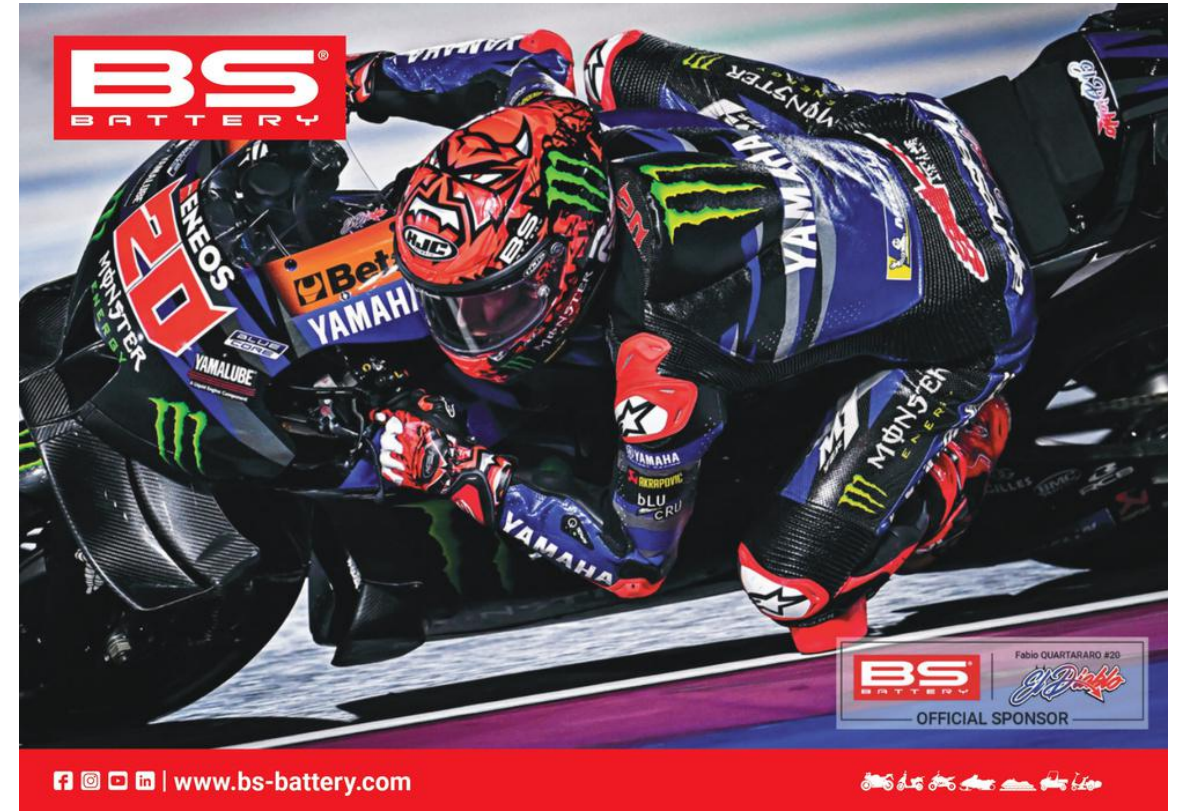


POSTER

NEW MotoGP - Aprilia Racing



MotoGP - Fabio Quartararo



- Ready to use
- Format A5
- Printing files
- Ideal for signing session

Off Road - Sherco Factory Racing



BRAND

RACING

LINK

BRAND

PRESENTATION

LINK



REMINDER

BS BATTERY Headquarter - Virtual Tour with Fabio Quartararo (Arles, France)



https://youtu.be/Lwbb5TZ-pHQ?si=KsGAhT-EzZ7_n_0h



NEW RED

REMINDER

BS BATTERY OUTRO LOGO

Outro clips that mark the end of your video!

Format :

- .mp4
- 1-1
- 9-16
- 16-9



BRAND

IDENTITY

[LINK](#)



REMINDER

2024/03 - Aprilia Racing and BS Battery: Official 2024 kick Off!

2024/03 - Kawasaki Bud Racing and BS Battery: A strong alliance which persists into 2024 Season!

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

Aprilia Racing and BS BATTERY: Official 2024 kick off!

Following the unveiling of the Aprilia RS-GP24 in its official version days ago, the Aprilia Racing team and BS Battery are more than up for battle at the top levels of MotoGP™ as partners for a second season!



From road as an Official Equipment Manufacturer for all Aprilia bikes since 2020 to track, BS Battery proudly stands as an Official Sponsor of the Aprilia Racing Factory team, extending unwavering support to the four RS-GP bikes and three exceptional riders—Aleix ESPARGARO, Maverick VINALES, and tester Lorenzo SAVADORI—on the fiercely competitive track.

With Aleix and Maverick in the top ten in MotoGP Qatar last weekend, the team bespeaks an unshakeable spirit and determination to fight until the very last lap in pursuit of victory!



After two seasons of constant growth, 2024 represents the year of confirmation for Aprilia. The technical advancements achieved have propelled both bike and team to unprecedented heights, all while staying true to Aprilia's distinctive DNA. This evolution, characterized by innovative choices that lead the way for others, finds its most extreme manifestation in the latest iteration of the RS-GP.

Every aspect of the Italian masterpiece has undergone meticulous redesign and enhancement, from aerodynamics to engine, chassis to electronics, and strategies, leaving no stone unturned while retaining a clear lineage with the highly competitive 2023 foundation.



[Youtube video : BS BATTERY x APRILIA RACING | MotoGP™ | NEW RS-GP 24]

KAWASAKI BUD RACING & BS BATTERY: A strong alliance which persists into 2024 Season!

BS Battery and Kawasaki Bud Racing team proudly announce the continuation of their partnership for the 2024 season. This collaboration has always been a mutual success, and BS Battery is extremely proud to stand alongside this French team as they embark on their season across various championships!

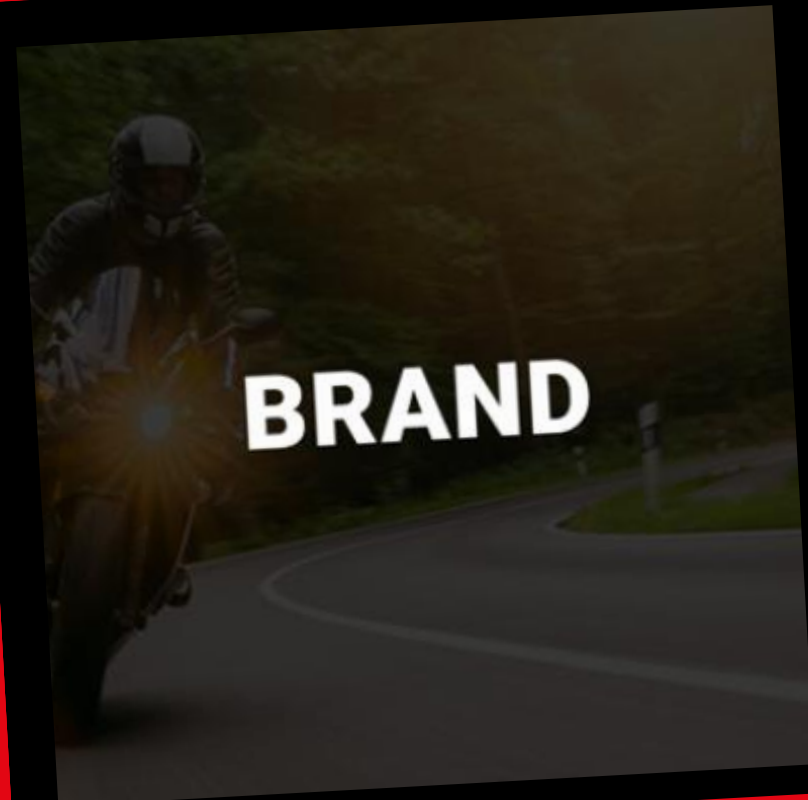


*To celebrate the official kick-off of the season, BS Battery joined the Kawasaki Bud Racing team at the Salon du 2 Roues in Lyon, France, early March.

This year Kawasaki Bud Racing will compete in 4 championships: WSX World Supercross Championship, French Supercross & Motocross Championships and EMX250 European Motocross Championship. This diverse range of competitions showcases the team's versatility and skill on the track.



*2024 Kawasaki Bud Racing Team



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BRAND

TRADESHOW

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REMINDER

LITHIUM LiFePO4

BATERÍAS DE LITIO

● Hasta un 70 % más ligeras que las baterías de plomo ácido



LITHIUM
LiFePO4

- Terminales resistentes de cobre
- Indicador de estado de carga
- Lista para el uso
- Instalación multiposición hasta 180°
- Mínima autodescarga

SMART CHARGERS



CARGADORES INTELIGENTES Y MANTENEDORES DE BATERÍAS

Format :

- 320 x 484
- Spanish text (easily adaptable)
- .pdf & source files

BRAND

TRADESHOW

LINK



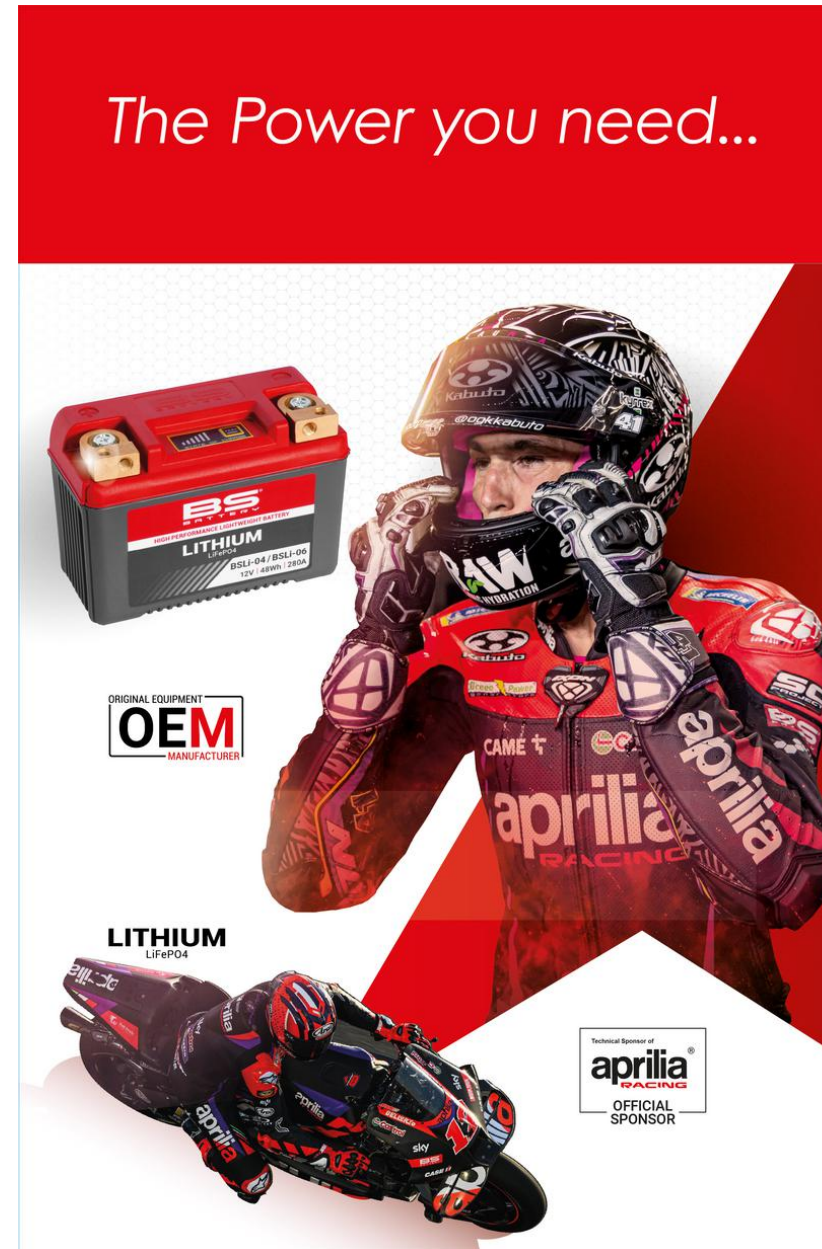
REMINDER

FABIO QUARTARARO MotoGP 2024



The Power you need...

APRILIA RACING MotoGP 2024



SHERCO RACING FACTORY Dakar 2024



Format :

- 320 x 484
- .pdf & source files

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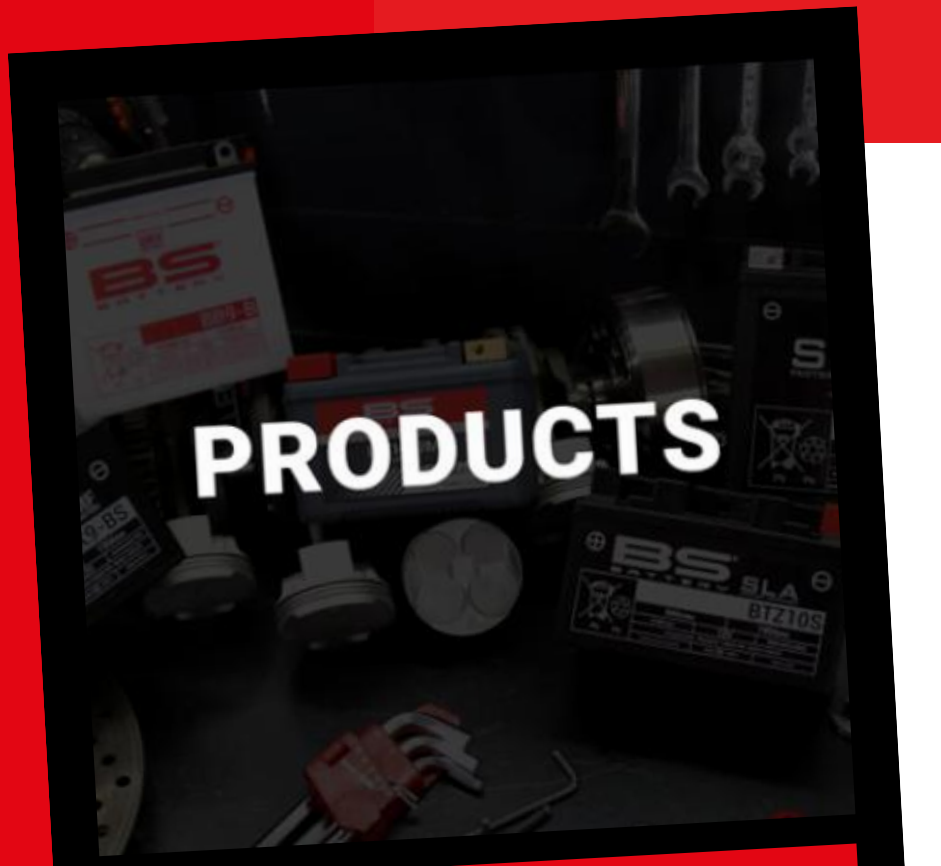
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PRODUCTS





PRODUCTS

SALES TOOLS

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NEW **UPDATED POWERSPORT CATALOG 2024**

Available in **English & Spanish**
.pdf

What's New:

- Fresh Catalog Cover Featuring 2024 Riders and Teams
- Lithium Max Range
- BGZ Series (SLA Max Range)
- New Jar Packaging Solution for PA-01



POWERSPORT SOLUTIONS 24
BATTERY | CHARGER | BOOSTER | TESTER



CATÁLOGO 24
BATERÍA | CARGADOR | POTENCIADOR | COMPROBADOR

LITHIUM MAX | MAXIMUM PERFORMANCE **NEW**

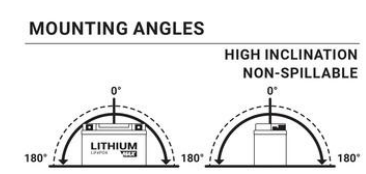


OEM **plug and play**

- Ready to use**
Just plug & play
- Lighter weight**
Up to 70% lighter than Lead Acid batteries
- Extensive cycle life**
Over 2 000 cycles
- Heat resistance**
Up to 230°C
- Robust brass terminals**
To enhance electrical performance
- State of charge indicator**
Monitor the state of charge with the indicator screen on the top

COMPATIBLE CHARGERS

BS 10 Battery size up to 20Ah
BS 30 Battery size up to 60Ah
BK 20 Battery size up to 40Ah



Note: lithium motorcycle batteries can't be charged over 15V and require a specific charger for lithium technology.

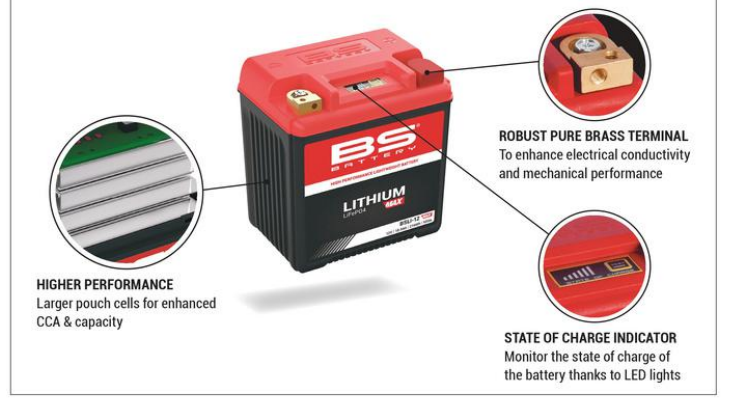
DID YOU KNOW?

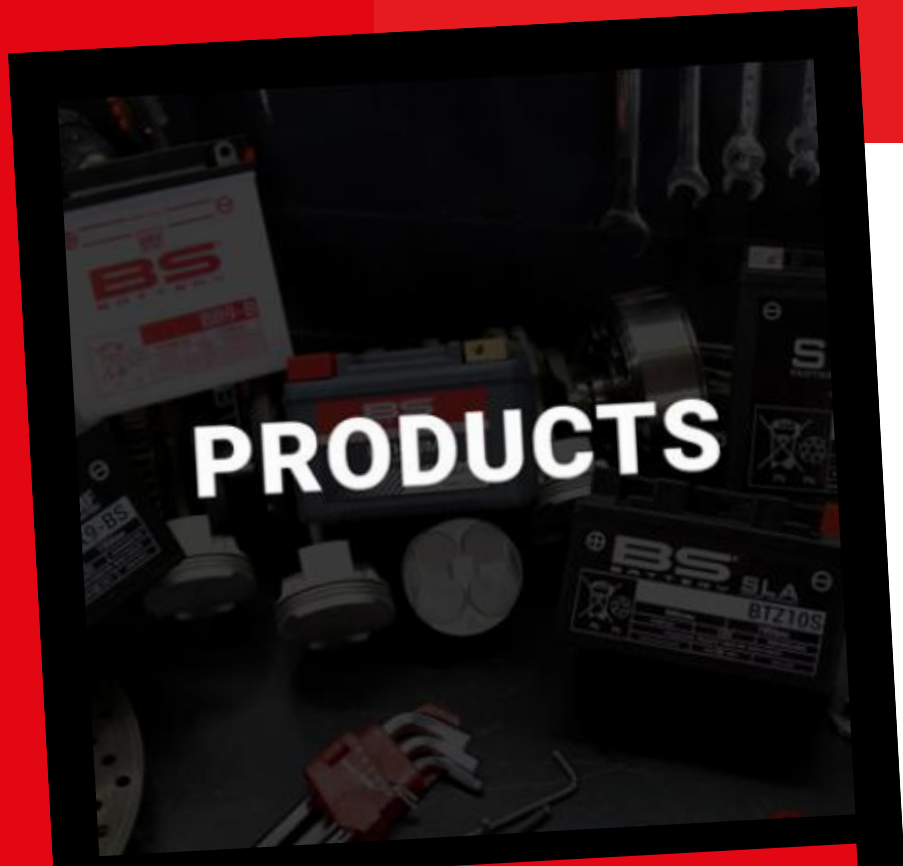
Our BSLI-10 Max & BSLI-12 Max battery casings are designed to seamlessly fit with original Lead Acid batteries - no spacers are required.

Lithium batteries exceeding 100Wh must be shipped as dangerous goods. Our Lithium Max batteries are packaged with UN mastercarton according to international transportation standards.

TECHNICAL

BS TYPE	BS CODE	POWER (Wh)	CCA (A)	CAPACITY AH(10h)	DIMEN L
BSLI-02 MAX	360115	36	180	3	114
BSLI-10 MAX	360116	180	750	15	175
BSLI-12 MAX	360117	216	900	18	166





PRODUCTS


**SALES
TOOLS**

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NEW LEAFLET - SMARTS CHARGERS & MAINTAINERS








1 leaflet (2 pages) to present our chargers line up and their features to quickly understand the difference of each




**SMART CHARGERS
& MAINTAINERS**



	<i>BS 10</i>	<i>BS 30</i>	<i>BK 20</i> <small>Pro</small>	<i>BS 15</i>	<i>BS 60</i>
BATTERY COMPATIBILITY	AUTO-DETECT LEAD ACID & LITHIUM			LEAD ACID	
CHARGE MODE	6v & 12v	12v	6v & 12v	12v	
CHARGING CURRENT	1A	3A	3x 2A	1.5A	1A - 4A - 6A
CHARGING PROGRAM	9 STAGES		10 STAGES	8 STAGES	9 STAGES
BATTERY SIZE	UP TO 20Ah	UP TO 60Ah	UP TO 40Ah	UP TO 30Ah	UP TO 120Ah
BATTERY SIZE FOR MAINTENANCE	UP TO 40Ah	UP TO 120Ah	UP TO 80Ah	UP TO 60Ah	UP TO 180Ah
RECONDITIONING FUNCTION	NO		YES	YES	
USERS TYPE	 FOR END-USERS	 FOR END-USERS	 FOR PROFESSIONALS	 FOR END-USERS	 FOR END-USERS
GOOD TO KNOW	WALL MOUNT CONNECTION	MULTIAXIS HOOK	DISPLAY PARTS (OPTION)	MULTIAXIS HOOK	WALL MOUNT FIXATION
SUITABLE FOR					

 www.bs-battery.com

The Power you need...



**SMART CHARGERS
& MAINTAINERS**



	<p><i>BS 10</i> SMART BATTERY CHARGER & MAINTAINER 6V/12V - 1A For Lead Acid & Lithium Code: 700516</p>	<ul style="list-style-type: none"> • Auto detect Lead Acid or Lithium technology • 6V & 12V mode selection • Zero overcharge: adaptable charging algorithm Lead Acid & Lithium (LiFePO4) • Safe: connection spark free, reverse polarity, short circuit and internal overheat protection • Easy to use: connect, select battery voltage & forget • Battery capacity: up to 20Ah
	<p><i>BS 15</i> SMART BATTERY CHARGER & MAINTAINER WITH RECONDITIONING FUNCTION 12V - 1.5A For Lead Acid Code: 700565</p>	<ul style="list-style-type: none"> • Suitable for Lead Acid batteries • Reconditioning function for deeply discharged batteries • Ideal for charging during winter season • Safe: connection spark free, reverse polarity, short circuit and internal overheat protection • Easy to use: connect & forget • Multiaxis hook • Battery capacity: up to 30Ah
	<p><i>BS 30</i> SMART BATTERY CHARGER & MAINTAINER 12V - 3A For Lead Acid & Lithium Code: 700566</p>	<ul style="list-style-type: none"> • Auto detect Lead Acid or Lithium technology • Zero overcharge: adaptable charging algorithm Lead Acid & Lithium (LiFePO4) • Safe: connection spark free, reverse polarity, short circuit and internal overheat protection • Easy to use: connect & forget • Multiaxis hook • Battery capacity: up to 60Ah
	<p><i>BS 60</i> SMART BATTERY CHARGER & MAINTAINER WITH RECONDITIONING FUNCTION 12V - 1/4/6A For Lead Acid Code: 700532</p>	<ul style="list-style-type: none"> • Suitable for Lead Acid batteries • Reconditioning function for deeply discharged batteries • Selectable battery type (Calcium, Gel, AGM) and charge rate (1A/4A/6A) • Automatic battery condition diagnosis • Safe: connection spark free, reverse polarity, short circuit and internal overheat protection • Easy to use: connect, select battery type charge rate & forget • Battery capacity: up to 120Ah
	<p><i>BK 20</i> SMART BATTERY CHARGER & MAINTAINER WITH RECONDITIONING FUNCTION 6V/12V - 3x 2A For Lead Acid & Lithium Code: 700547</p>	<ul style="list-style-type: none"> • Charges and maintains 3 batteries with different voltage and technologies at once • Auto detect Lead Acid or Lithium technology • Zero overcharge: adaptable charging algorithm Lead Acid & Lithium (LiFePO4) • Safe: connection spark free, reverse polarity, short circuit and internal overheat protection • Force mode function: to activate low voltage "dead" Lead Acid battery or wake up "dead" LiFePO4 battery • Easy to use: connect, select battery voltage & forget • 6V & 12V mode selection • Battery capacity: up to 40Ah

 www.bs-battery.com

The Power you need...

Available in **French, English & Spanish**
.pdf & source files

PRODUCTS

**PRODUCT
INFORMATION**

[LINK](#)



REMINDER

NEW PRODUCTS | Overview

PN	PRODUCT	AVAILABILITY
700573	PA01-EYELET TERMINAL CONNECTOR (BOX OF 20 PCS)	EUROPE STOCK : Available from April 11th FOB : Upon orders

PA-01 - Launch kit

CLICK HERE 

Please update your product information with new datasheets & packshot



EYELET TERMINAL CONNECTOR JAR DATASHEET

BS Code: 700573



PA01

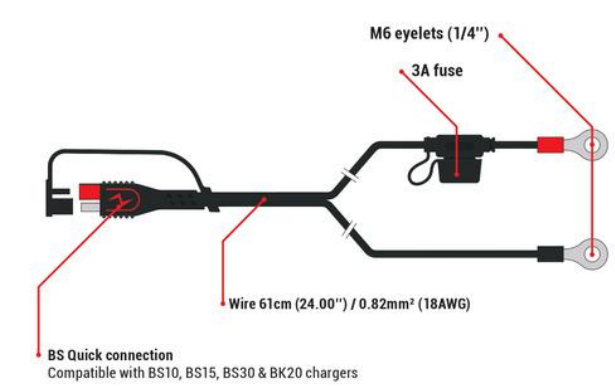
EYELET TERMINAL CONNECTOR (X20 PCS)

FEATURES

- > Fused ring terminal leadset: ideal solution if your battery is difficult to access
- > 2x M6 eyelets (1/4")
3A fuse
Wire 61cm (24.00") / 0.82mm² (18AWG)
- > Safe & easy to connect::
1. Connect red eyelet on positive battery terminal (+)
2. Connect black eyelet on negative battery terminal (-)
3. Connect this accessory to the quick connection of your BS Charger



DRAWING



BOX CONTENT

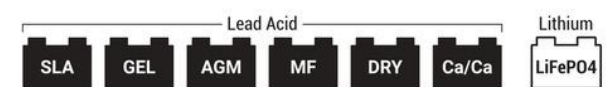
20x PA 01 EYELET UNIT LABELED



SUITABLE FOR

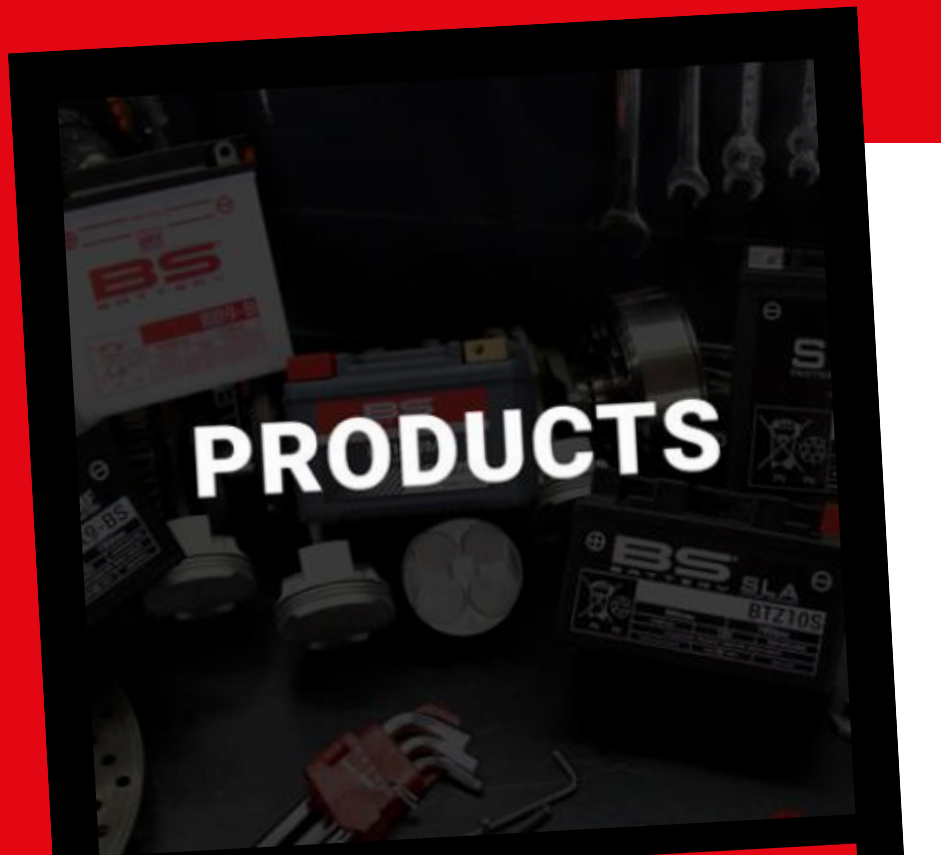


BATTERY COMPATIBILITY



REMINDER

PA-01 DATASHEET



PRODUCT INFORMATION

LINK



PRODUCTS

POINT OF SALES DEVELOPMENT

[LINK](#)



REMINDER **WALL POSTER**



- Format :
- .png
 - .ai

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

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NEW 2 - Grand Prix of Portugal



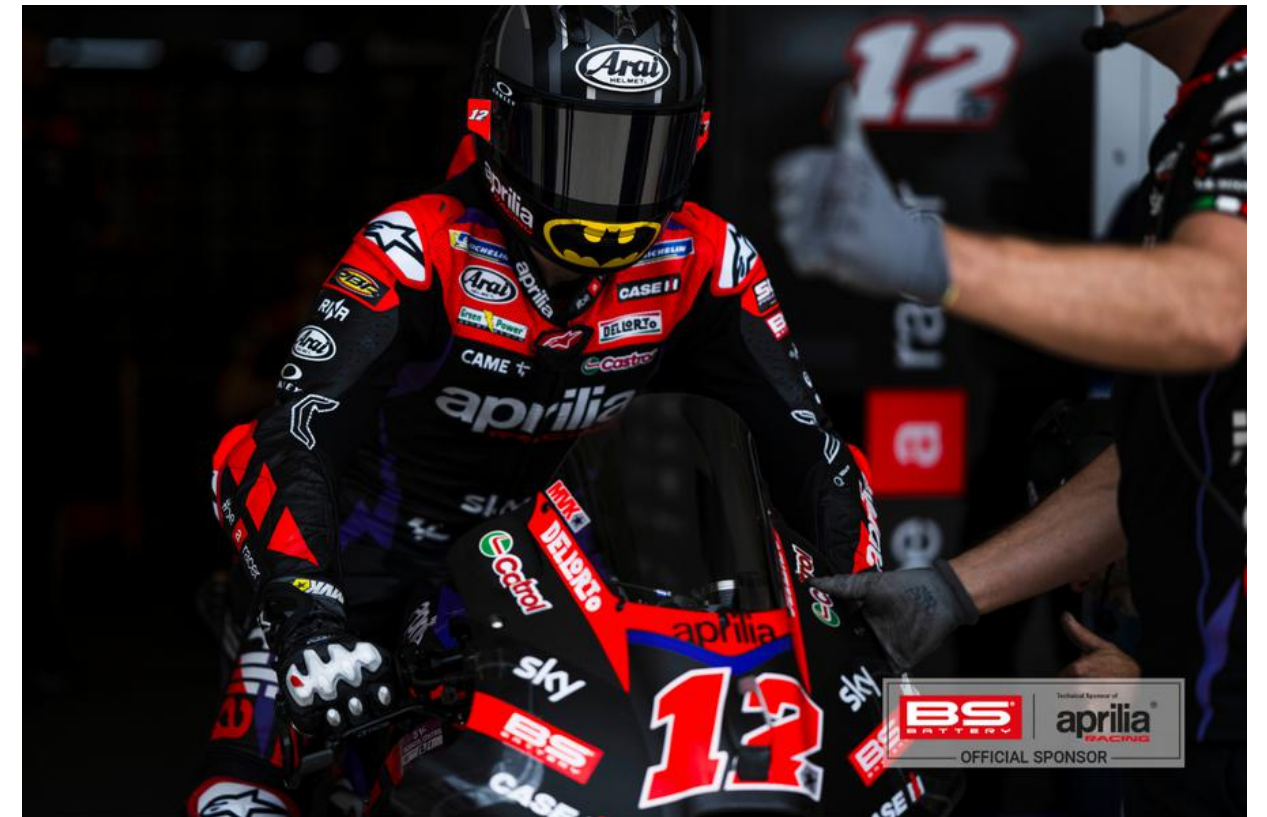
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RACING

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NEW 3 - Grand Prix of the Americas



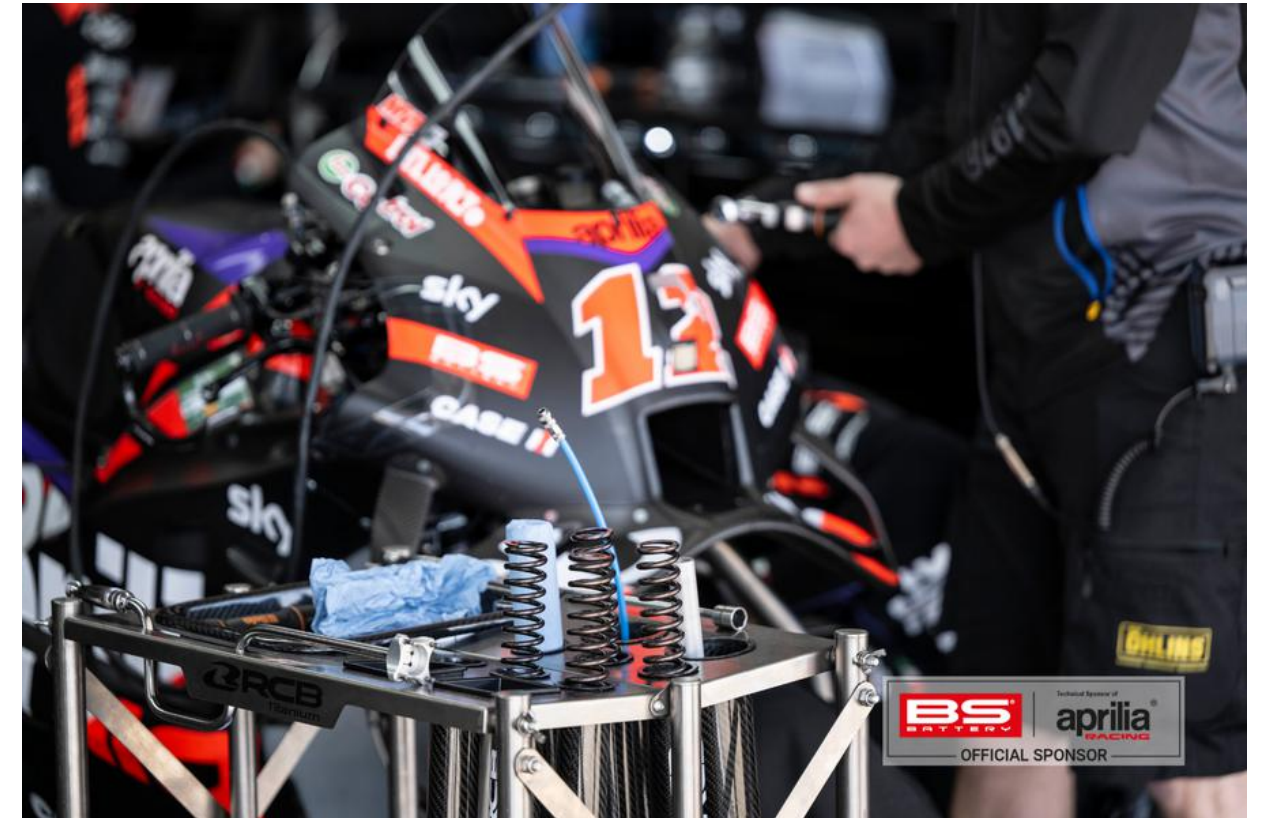
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NEW 4 - Grand Prix of Spain



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NEW 2 - Grand Prix of Portugal



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NEW 3 - Grand Prix of the Americas



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NEW 4 - Grand Prix of Spain



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NEW Round 3 - Netherlands



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NEW 24h Motos - Le Mans (France)



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NEW Sherco Racing Factory - Alestrem



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REMINDER

Packshots > Accessories > PA-01



REMINDER

Packshots > Batteries > Lithium Max

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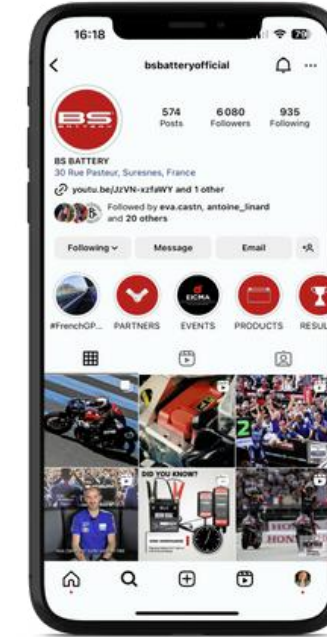


REMINDER

Product placement > Lithium Max



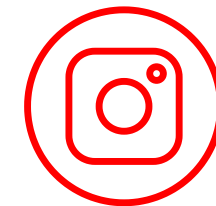
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CONTACT

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

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find the right battery for your bike!





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