



MARKETING TOOLBOX

MARKETING ASSETS OVERVIEW AVAILABLE ON THE

 B2B PORTAL

MARCH 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 ?

SLA MAX HD REPLACED BY SLA MAX BGZ SERIES

PRODUCT NEWS

The **SLA MAX HD batteries BTX14HL, BTX20HL and BIX30HL** is now discontinued and replaced by the upgraded **SLA MAX BGZ Series**. Effective immediately, these SLA MAX HD models are no longer available. The change has been made, and we kindly encourage you to update your system with the new BGZ references as soon as possible to ensure a smooth transition.

BTX14HL



BTX20HL



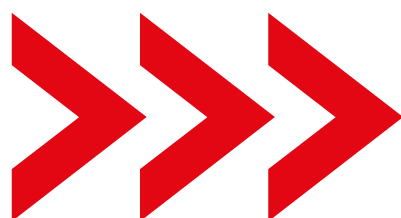
BIX30HL



For any questions, feel free to contact us!!

UPDATE YOUR SYSTEM

REPLACED BY



BGZ16HL



BGZ20HL



BGZ32HL





WHAT'S NEW ?

PRODUCT UPDATE : SLA BTZ7S

PRODUCT NEWS

Important logistic change for our **BTZ7S** SLA battery.

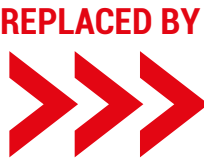
Effective immediately, the new packing conditions for this product will be as follows and corresponding of our new **BS Code 300635-1**:

- Quantity by mastercarton = 4 pcs
- Quantity by pallet = 280 pcs

Only logistic information has been revised.
All other product specifications remain unchanged.



DISCONTINUED		NEW
BS SLA - BTZ7S (FA)		BS SLA - BTZ7S (FA)
BS Code: 300635		NEW BS Code: 300635-1
Unit Barcode: 3661451001359		NEW Unit Barcode: 3564093006686
Master Barcode: 3661451002998		NEW Master Barcode: 3564094006685
Quantity by mastercarton: 8 pcs		NEW Quantity by mastercarton: 4 pcs
Quantity by pallet: 360 pcs		NEW Quantity by pallet: 280 pcs
Battery Voltage (V): 12		Battery Voltage (V): 12
CCA (A): 130		CCA (A): 130
Capacity AH (10 Hr): 6		Capacity AH (10 Hr): 6
Capacity AH (20 Hr): 6.3		Capacity AH (20 Hr): 6.3
Product Dimensions (mm): 113 x 70 x 105		Product Dimensions (mm): 113 x 70 x 105
Polarity: - / +		Polarity: - / +
HS Code: 8507102090		HS Code: 8507102090





WHAT'S NEW ?



MEDIA KIT PARTNERSHIP 2025

VENUM BUD RACING KAWASAKI

- Home Page Slider
- Logo Official Sponsor
- Official Photos 2025



ALL THE ASSET HERE





WHAT'S NEW ?



BK20 CAMPAIGN WITH FABIO

PRODUCT CAMPAIGN

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

Format 9:16 (.mp4) available here!

SEE MORE



ADs - Get Professional with an Advanced 3-IN-1 Solution

- Format 104 x 2016
- .pdf & sources file
- English

AVAILABLE HERE





WHAT'S NEW ?

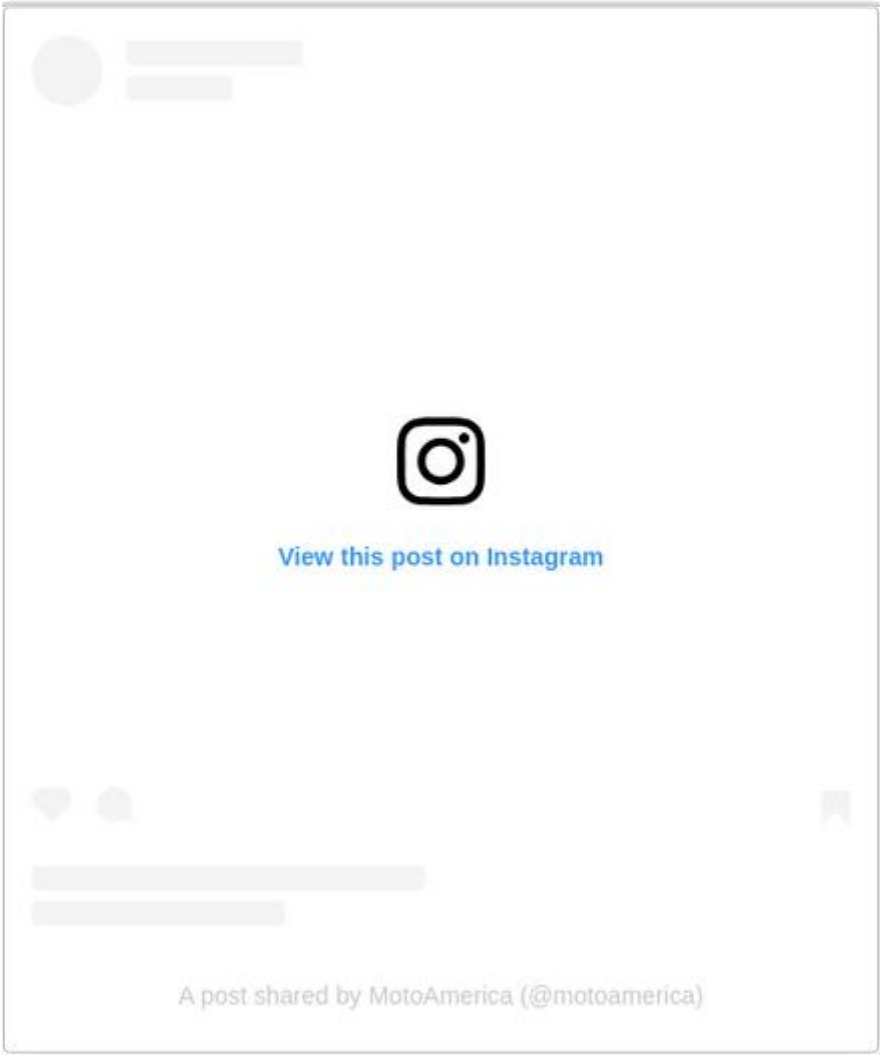


NEW PARTNERSHIP

MOTOAMERICA

BS Battery is proud to be the **Official Technical Partner of MotoAmerica**, powering race operations with the Lithium MAX range and advanced charging solutions.

[READ MORE](#)





WHAT'S NEW ?

BRAND ACTIVATION

MOTOBLOUZ



BS Battery took part in the "One Month, One Brand" campaign with **Motoblouz!**

Our team hosted a free battery testing workshop, providing on-the-spot diagnostics and reports. A successful operation!



[View this post on Instagram](#)



A post shared by BS BATTERY (@bsbatteryofficial)



READ MORE



IMPORTANT REMINDER

MERCHANDISING ITEMS

► Production on request - please share your interest and needs to our marketing team by [APRIL 15th](#).

3X3 TENT



INFLATED TENT



COUNTERMAT



BATTERY FINDER

Our 24/7 BATTERY FINDER app is available on our website

bs-battery.com



IMPORTANT REMINDER

UPDATE
BATTERY FINDER

Find the right battery in seconds for your :



Moto



Scooter



ATV/UTV/SSV



Watercraft



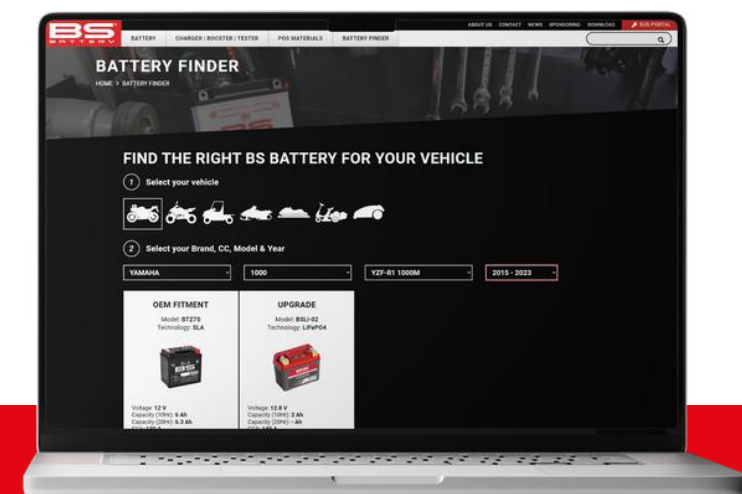
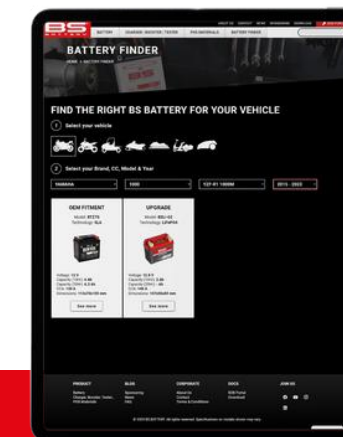
Snowmobile



Lawnmower

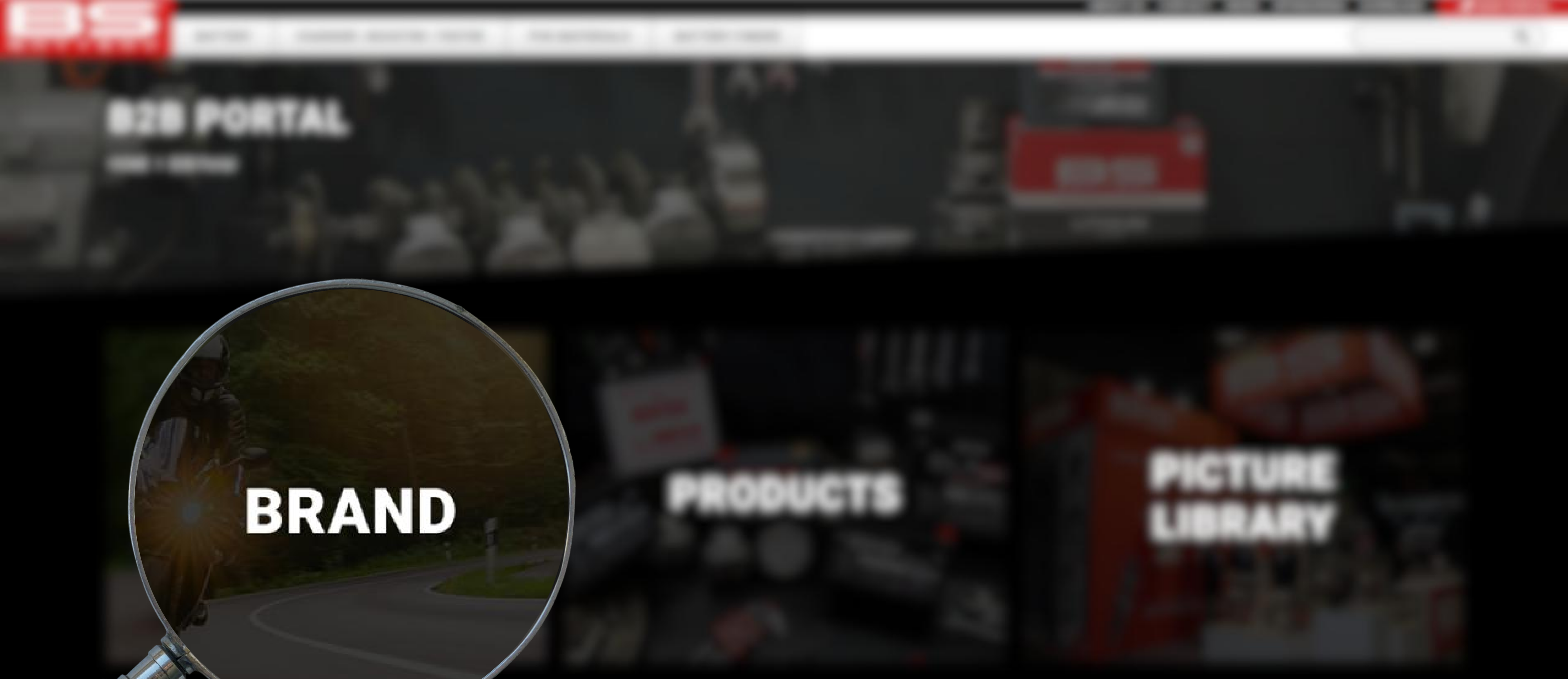


Robot





DISCOVER MORE NEWS



BRAND

NEXT SLIDES

Discover all the content available on B2B PORTAL →

BRAND 

NEW

APRILIA RACING Experience with BS BATTERY

BRAND

SOCIAL MEDIA

LINK



Discover the BS Battery & Aprilia Racing experience, an exclusive inside the team look!

- Short video 35sec
- Format 9:16
- .MP4

BRAND

ADS

LINK



NEW

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

CHANNEL 1 CHANNEL 2 CHANNEL 3

Fabio QUARTARARO #20

J.D. Diabla

OFFICIAL SPONSOR

GET PROFESSIONAL

WITH AN ADVANCED 3-IN-1 SOLUTION

f i c t | www.bs-battery.com | contact@bs-battery.com

Format :

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

Yamaha GMT94 Relies on BS Battery's Lithium Max

After five successful seasons of collaboration, BS Battery continues its technical partnership with the Yamaha GMT94 team managed by the ex 24H of Le Mans winner Christophe Guyot for the 2025 FIM WorldSuperbike & Supersport World Championship. Both riders, Michael Ruben Rinaldi and Lucas Mahias, will be racing on the all-new Yamaha YZF-R9, a machine designed to deliver peak performance on every lap. For the 2025 season, Yamaha GMT94's all-new YZF-R9 will be powered by BS Battery's latest BSLi-02 MAX lithium battery, the most advanced, high-performance solution designed specifically for racing. BS Battery's most powerful lithium lineup, the Lithium Max offers an ultra-lightweight construction that is up to 70% lighter than traditional lead-acid batteries. It provides higher cranking power, superior capacity and durability, along with enhanced conductivity, ensuring maximum reliability even under extreme conditions. This allows the team to push performance limits on every lap. With an extensive cycle life of over 2000 cycles, these batteries are built to last. They can withstand heat resistance up to 230°C, ensuring optimal performance in demanding environments. The robust brass terminals enhance



electrical performance, providing a more reliable and efficient connection. For added convenience, the state of charge indicator allows you to easily monitor the battery's charge status through the indicator screen located on top. "Whether you're on the track or in the field, the Lithium Max ensures your performance is always at its peak." The range includes 3 models feature larger pouch cells for enhanced CCA and capacity: BSLi-02 MAX - mainly developed for new and latest off-road bikes, with a Cold Cranking Amps (CCA) of 180 A and capacity of 3 Ah – while maintaining its famous lightness. BSLi-10 MAX - designed to meet the

exacting specifications of modern V-twins, this reliable model features 750A (CCA) and a capacity up to 15 Ah to ensure smooth starts and consistent performance in all conditions. BSLi-12 MAX - with a CCA of 900A, this model provides the highest cranking power available in the range, ideal for larger vehicles like ATV/UTV/SSV. With a capacity of 18 Ah, the robust pure brass terminals and durable materials make them resistant to vibration and shock. The Lithium Max battery range is specially developed to meet the superior needs of road and off-road motorcycles, V-Twins, ATVs, UTVs, and SSVs, "making it a premium choice for the latest fitment requirements across all applications." "Beyond batteries, Yamaha GMT94 also relies on BS Battery's BS10 Smart Charger to maintain optimal battery performance throughout race weekends. This package highlights BS Battery's commitment to delivering high-endurance energy solutions tailored for motorsport excellence." www.bs-battery.com



NEW

YAMAHA GMT94 RELIES ON BS BATTERY'S LITHIUM MAX

This article covers the lithium range used by our partner, Yamaha GMT94, in real-racing conditions.

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



BRAND

PRESS

LINK



REMINDER

NEW MERCHANDISING ITEMS


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

by April15th.

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). Scratch-resistant matte laminate counter mat, non-skid rubber backing.
Dimensions suggested: 400 x 550 mm (16x22" in) 1.5mm Thick (~1/16")



INFLATED TENT

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



MERCHANDISING

LINK



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



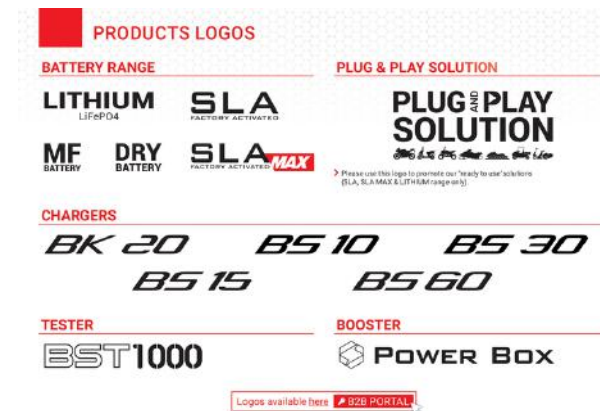
MINIMUM SIZE



BACKGROUND



On all backgrounds

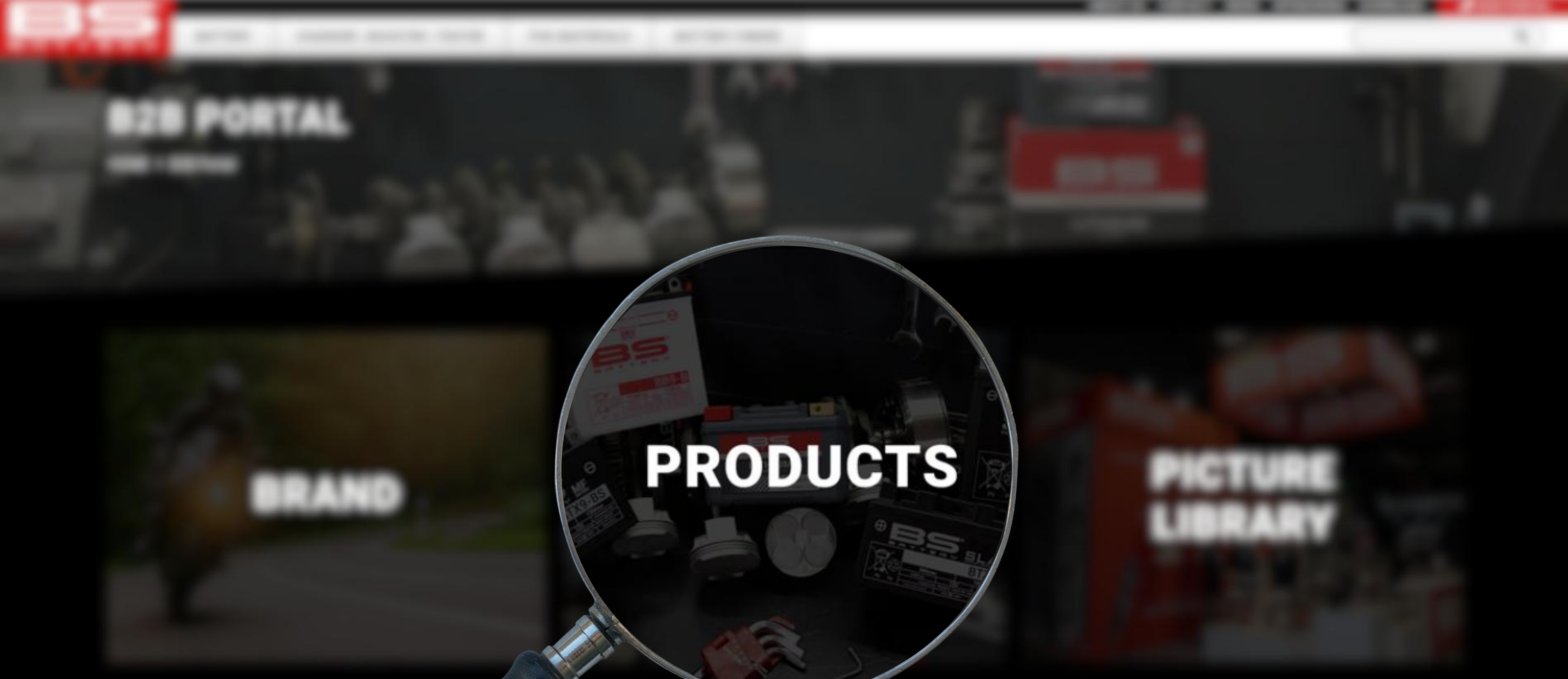


- Logos & Usage Rules
- Color Palette & Typography: **Ensure you are using the updated BS Battery red introduced last year.**
- Product Logos & Icons:
- Sponsor and co-branded logos.
- Video & Social Media Guidelines

IDENTITY

LINK





PRODUCTS

NEXT SLIDES

Discover all the content available on B2B PORTAL →

PRODUCTS





PRODUCTS

PRODUCT
CAMPAIGN

LINK



NEW BS BATTERY x Fabio Quartararo I 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





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



PRODUCTS

PRODUCT
CAMPAIGN

LINK



REMINDER

SLA MAZ BGZ SERIES

SLA MAX BGZ Series range
Video : 35 sec
Format : .mp4 | 1:1



LITHIUM MAX

Lithium Max range
Video : 35 sec
Format : .mp4 | 1:1



B2B PORTAL

BRAND

PRODUCTS

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...)

**PICTURE
LIBRARY**

NEXT SLIDES

Discover all the content available on B2B PORTAL

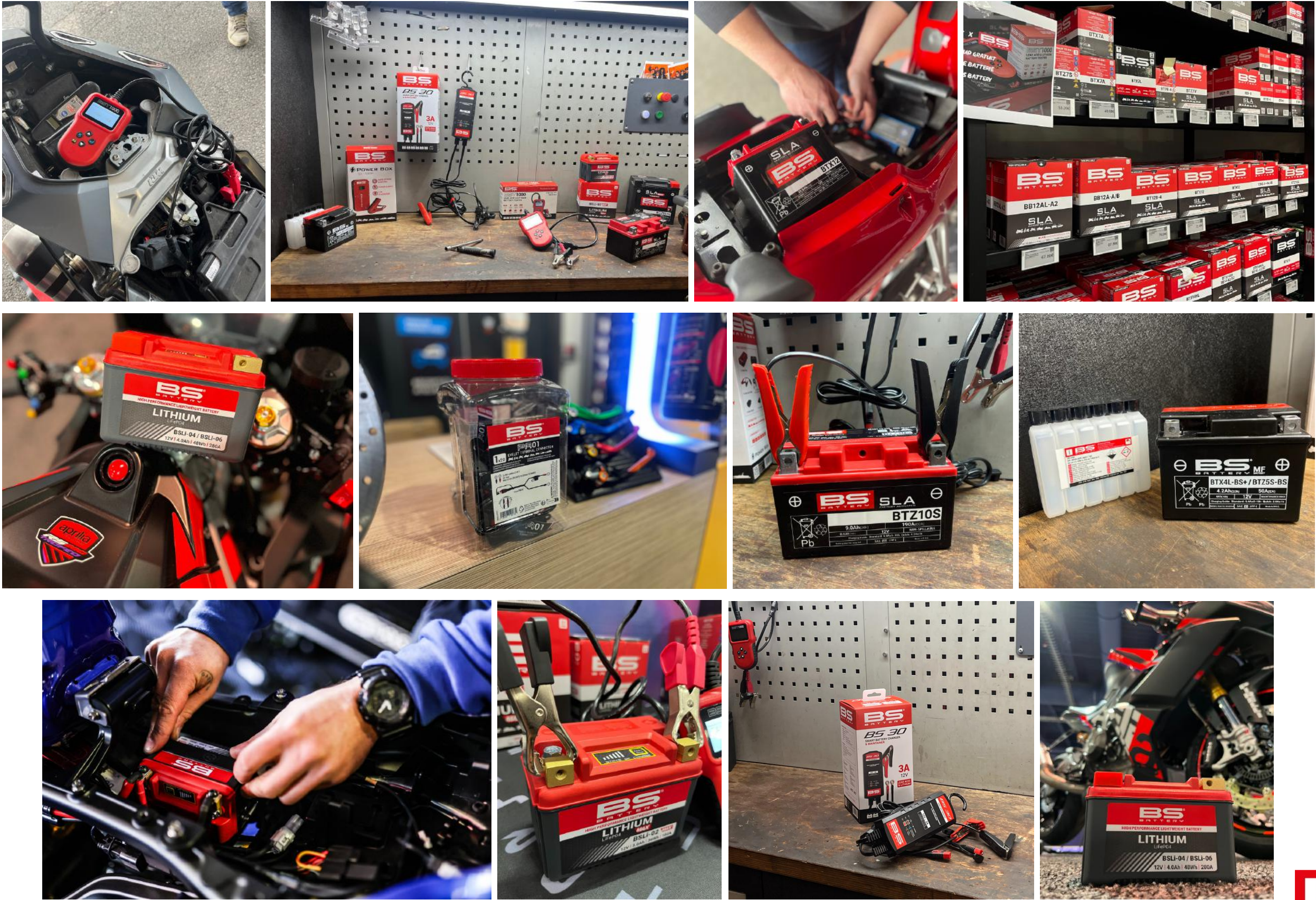


**PICTURE
LIBRARY**



PRODUCT PLACEMENT

NEW BATTERIES - CHARGERS - BOSSTER & TESTER



PICTURE
LIBRARY

PRODUCTS

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 **FABIO QUARTARARO**

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



NEW VENUM KAWASAKI BUD RACING

Access a dedicated folder with a selection of Kawasaki Bud Racing’s 2025 season pictures!




PICTURE LIBRARY

RACING

LINK



NEW

SHERCO

Access a dedicated folder with a selection of Sherco's 2025 season pictures!



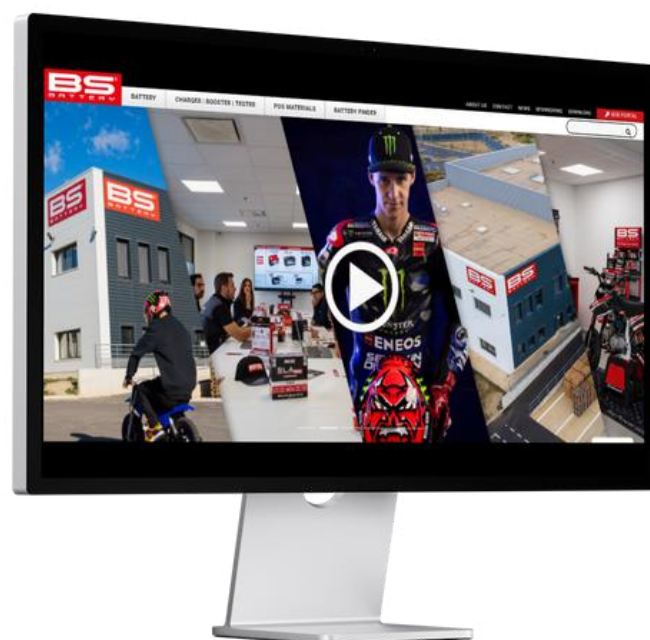
PICTURE
LIBRARY

RACING

LINK



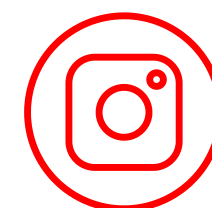
DISCOVER MORE ON



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

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UPDATED IN NOVEMBER 2024 !

BATTERY FINDER
find the right battery for your bike!



THANK YOU
FOR YOUR ATTENTION

    | bs-battery.com

