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FOR IMMEDIATE RELEASE

Increasing Electronics Raise Automotive Battery Concerns

Today's demanding vehicles require the Ultimate Power Source™

September 26, 2007 (MILWAUKEE) – With electronic add-on options growing in quantity and creativity, the automobile has evolved into something besides a simple form of transportation. Today's vehicles provide occupants with a temporary destination. In-vehicle add-ons offer increased comfort and convenience, not to mention safety and reliability features that most have come to consider as standard.

Whether it's the family mini-van outfitted with an entertainment center or an off-road jeep with a GPS navigation system, this growing trend affects a vehicle's power source, and raises concerns about the battery's ability to keep all the accessories running strong and still have enough power to start the engine.

Almost all major car manufacturers are offering power hungry electronic load accessories such as navigation systems, upgraded stereo systems, remote diagnostic services, entertainment systems and climate-controlled cup-holders or glove-boxes just to name a few. In 2000, the automotive aftermarket industry was a $151 billon business. By 2006, it had reached $294 billon, according to the Automotive Aftermarket Industry Association (AAIA) and Lang Marketing Resource. This number increased 51% in seven years and it's continued growth is predicted for the next three years, indicating that consumers will continue to add more accessories to their vehicles increasing the strain on their vehicle's batteries.

Accessories not added up-front by manufacturers are often added on by vehicle owners after purchase, such as automatic start, upgraded sound systems and performance air-intakes. When you combine upgrades such as these with already strenuous base packages of electronic controls, heated seats and interior lighting, it's no surprise that standard batteries are failing more today than ever before. *(Specialty information gathered from the SEMA website, Specialty Equipment Market Association Market* Research Reports, 2007 - http://www.sema.org/main/semaorghome)

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The fact is, traditional flat-plate starting batteries are unable to handle the power demands from the increasing amount of electronics and accessories found in modern-day vehicles. They can deliver quick energy, but will only tolerate the charging/discharging cycle a few times before becoming useless. For example, when a light is left on in a vehicle overnight, the low draw on a traditional, flat-plate battery will likely render the battery dead and unable to start the vehicle the next morning. Add a GPS, game system and DVD player to the mix and the battery has even more work to do. This scenario undoubtedly leads to battery failure, increased maintenance costs and above all, safety concerns - unless an advanced technology battery, like an OPTIMA battery, is installed.

Sales of replacement starting batteries jumped 13% to 67.7 million in 2006, compared with 59.9 million in 2005; this is according to data from Industry MR, a research firm in Oak Brook, IL. This indicates more drivers are falling victim to the inconvenience of battery failure every day and putting themselves, and other passengers in their vehicles, in dangerous situations. This also suggests that traditional, flat-plate batteries aren't cutting it anymore. The need for a more sophisticated, advanced power source is becoming more relevant than ever before.

OPTIMA Batteries with SpiralCell® Technology are an advanced battery solution to vehicles with extreme electrical demands. There are two key advantages to using OPTIMA RedTop™ or YellowTop™ batteries. The first is a higher starting voltage, which provides more "Start Zone" cranking power when compared to traditional batteries. And second, is their ability to be discharged to a low voltage and charged back up to maximum voltage without losing capacity and life along the way. What this means for the consumer is that they'll be able to run more electronics and accessories for longer periods of time, without the fear of draining the battery so low that the car won't start and be damaged in the process.

Because of its unique SpiralCell design, an OPTIMA battery is also more resistant to the negative effects of heat and vibration, which happen to be the two leading causes of battery failure. An OPTIMA has 2x the cycle life of a traditional battery, is spill-proof and maintenance-free; completely eliminating the worry associated with battery failure and ongoing maintenance.

As technology continues to change within the automotive industry, the battery powering the vehicle and it's electronics must not lag behind. An advanced technology battery, such as an OPTIMA battery, is a proper solution for high audio/visual demands and will continue to be so in the future. These batteries, with their six-pack design and colored-tops, can be found at many automotive retailers. For more information visit www.optimabatteries.com.

OPTIMA Batteries are manufactured by Johnson Controls. Johnson Controls is a global market leader in automotive systems and facility management and control. In the automotive market, it is a major supplier of integrated seating and interior systems, and batteries. For nonresidential facilities, Johnson Controls provides control systems and services including comfort, energy and security management. Johnson Controls (NYSE: JCI), founded in 1885, has headquarters in Milwaukee, Wisconsin. OPTIMA® and SPIRALCELL TECHNOLOGY® are registered trademarks of Johnson Controls Battery Group, Inc. The colors red, yellow, blue and the unique six-pack design are trademarks of Johnson Controls Battery Group, Inc. For more information visit www.johnsoncontrols.com, www.OPTIMAbatteries.com and www.autobatteries.com.

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