



## **NEWS RELEASE**

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### **OPTIMA® Batteries Introduces New Product, Toyota® Prius Battery Replacement**

*New YellowTop® battery is OPTIMA Batteries' first direct fit battery replacement for Toyota Prius*

September 19, 2011 (MILWAUKEE) –OPTIMA® Batteries now offers a direct fit replacement for the 2004 and newer Toyota Prius®. This new 12-volt AGM battery is the first OPTIMA product to provide a direct fit replacement for the Toyota Prius. The Toyota Prius community, that has had limited battery replacement options in the past, will clearly benefit from this new product.

The YellowTop product (model number DS46B24R) will be available to Toyota Prius drivers starting today. It integrates with the current Toyota OE vent system, does not require special installation, making installation easy for technicians and consumers alike, and of course, with all OPTIMA Batteries comes a longer lifespan (up to two times longer than traditional batteries).

The product is similar in size to the OPTIMA Group 51 Battery, but with T1 (pencil) posts. Besides simply being a direct fit replacement for the Toyota Prius, the new battery features deep cycle dependability, over 15 times more vibration resistance compared to traditional batteries, and a long shelf life thanks to the low self-discharge rate.

“Toyota Prius owners are incredibly passionate about their vehicles,” says Cam Douglass, director of product development and marketing for OPTIMA Batteries. “We wanted give them more options for replacing their auxiliary batteries.”

As the global leader in high-performance automotive and marine batteries, OPTIMA Batteries pushes to be ahead of the technology curve in order to be The Ultimate Power Source™. The new battery, which has a spill-proof and maintenance-free design (like all OPTIMA Batteries), is proof of the brand's focus on quality. The YellowTop battery can be purchased at [shop.optimabatteries.com](http://shop.optimabatteries.com) or at a number of OPTIMA dealers nationwide. For additional product information or to identify a dealer, visit [www.OptimaBatteries.com](http://www.OptimaBatteries.com).

**About OPTIMA® Batteries**

OPTIMA YellowTop®, RedTop® and BlueTop® batteries are available through leading battery distributors throughout the globe. Consumers should look for the unique colored top and six-pack design for which OPTIMA is known throughout the world. For the nearest retailer, consumers can also call 1-888-8OPTIMA (1-888-867-8462) or visit [www.optimabatteries.com](http://www.optimabatteries.com).

OPTIMA batteries are manufactured by Johnson Controls, Inc. Johnson Controls (NYSE: JCI - News) is the global leader that brings ingenuity to the places where people live, work and travel. By integrating technologies, products and services, we create smart environments that redefine the relationships between people and their surroundings. Our team of 140,000 employees creates a more comfortable, safe and sustainable world through our products and services for more than 200 million vehicles, 12 million homes and one million commercial buildings. Our commitment to sustainability drives our environmental stewardship, good corporate citizenship in our workplaces and communities, and the products and services we provide to customers. For additional information, please visit <http://www.johnsoncontrols.com>.

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