

MEDIA CONTACT:

Mariola Michalczyk

mariola.michalczyk@exide.com

+48 61 87 86 031

Exide Sponsors Intact GP Racing Team for Moto2 Season 2019

Gennevilliers, France – (March 26, 2019) – Exide Technologies, a global provider of stored energy solutions for the transportation and industrial markets, has announced a sponsorship deal with Intact GP for the Moto2 Grand Prix season. This motorcycle championship is an attractive marketing proposition for global brands like Exide, with each event attracting large audiences across TV, radio and online.



Schrötter and Lüthi secured a double-podium for Intact GP at the opening Qatar Grand Prix

The Intact GP team this year includes Marcel Schrötter, the exciting young German rider who was in the top 10 of the World Championship last year before injury stopped his progression. The team also features Tom Lüthi, the experienced Swiss rider who became one of the youngest world champions in history in 2005.

Our Values

Integrity



Accountability



Quality



Safety



Courage

Customer
Success

The 2019 MotoGP season kicked off with the Qatar Grand Prix on 10 March and will enjoy worldwide media coverage for its 19 international races, including on Eurosport and Servus TV. The event boasts many prototype bikes that anticipate future developments, and is therefore popular with fans and manufacturers alike. Exide's branding will feature on Intact's bikes, as well as on riders' suits, team clothing, and elsewhere in the arena. Exide will receive a number of paddock guest passes, which will be made available for customer events and competition winners.

The Exide sponsorship extends to Intact GP's MotoE participation, as the new electrical bike class enters its inaugural season. Swiss rider Jesko Raffin will represent Intact GP. He became the youngest Yamaha Cup champion at age 15, and has several years of experience in Moto2.

The sponsorship will bring attention to Exide's Motorbike & Sport range. This includes Exide Li-Ion, GEL, AGM Ready, AGM and Conventional, each designed for different types of usage. Exide Li-Ion is up to 80% lighter than a standard bike battery, allowing faster acceleration, more responsive braking and improved handling. It is maintenance free and offers exceptionally fast recharging and first-rate safety features.

"We're delighted to be sponsored by Exide," said Intact GP's Marcel Schrötter. "The company has a market-leading range of motorbike batteries, an enviable reputation for reliability, and some of the most advanced technology in the industry. Exide offers the very best in performance, from the ultra-lightweight design of Exide Li-Ion to the exceptional deep-discharge protection of Exide Gel."

Starting from the 2019 season, Moto2 switched to three-cylinder 765cc engines from Triumph. These produce more than 138 horsepower, and are widely expected to cause major shakeups following the extended period in which Honda's 600cc engines were used. Intact GP's bikes will be equipped with a chassis from Kalex Engineering and a suspension from Öhlins.

About Exide Technologies

Exide Technologies (www.exide.com) is a global provider of stored electrical-energy solutions for the transportation and industrial markets. Exide's 130 years of technology innovation, combined with operations in more than 80 countries, enables the company to deliver compelling solutions for the world's current and future power needs. Exide produces and recycles a broad range of products, serving the Transportation, Network Power and Motive Power market segments with battery and energy storage systems and specialty applications for a broad range of industries, including: agricultural, automotive, electric, light and heavy-duty truck, marine, materials handling, military, mining, powersport, railroad, security, telecommunications, utility and uninterruptible power supply (UPS), among others. Exide is **Powering the World Forward** – history and scale combined with a start-up mentality make Exide the right choice for customers who want more than simply a battery supplier.

Our Values



Integrity



Accountability



Quality



Safety



Courage



Customer
Success