

# MOTOBATT

## Battery Chargers

### 2 Stage Charging and Maintenance Process

#### 1. Bulk Charge Phase:

The bulk charge phase gives the battery constant current taking the battery up to 80% of its capacity.

#### 2. Absorption and Shut Down Phase:

In the MOTOBATT absorption phase the battery is given constant voltage while the current is reduced until the battery is 100% charged. Then the charger will shut off without ongoing monitoring.

### Specifications Matrix

|                      |                                                                                                    |                                                                                   |
|----------------------|----------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| <b>PRODUCT IMAGE</b> |                   |  |
|                      | Retail Packaging  | Product Image w/ leads                                                            |

This price point charger is suitable for use as a battery charger for small batteries and a maintainer only for larger PowerSports batteries. Includes basic 2 step charging process with auto shut off. Suitable for AGM, Gel and conventional PowerSports and small SLA batteries. Once the unit shuts off it needs to be unplugged then plugged in again to begin charging. Like other chargers in this price range it does not constant monitor the battery. For a constant monitoring unit please review the features of any other MotoBatt Charger maintainer.

| Feature:                                                    | Description ↓                       | Benefit ↓                                                                                                |
|-------------------------------------------------------------|-------------------------------------|----------------------------------------------------------------------------------------------------------|
| <b>Product Manufacturer / Brand:</b>                        | <b>6-12V MotoBatt Cheap Charger</b> |                                                                                                          |
| <b>Part #</b>                                               | <b>MBCCC</b>                        |                                                                                                          |
| <b>Charging Current</b>                                     | 500mA                               | For use as a battery charger for small batteries and a maintainer only for larger PowerSports batteries. |
| <b>Charge Output Voltage</b>                                | Manually selectable 6V or 12V       | Use on 6V or 12V Batteries                                                                               |
| <b>Bulk Charge Voltage</b>                                  | 6v, 7.4max 12v, 14.7max             | Will safely and fully charge all lead acid battery types including AGM and Gel - WITHOUT OVERCHARGING !  |
| <b>Input Voltage Range</b>                                  | 120 VAC                             | Standard Voltage                                                                                         |
| <b>Fully Charges Standard, AGM and Gel Battery Types...</b> | Yes                                 | Properly charges and maintains all lead acid battery types                                               |
| <b>Charging Stages</b>                                      | 2                                   | Basic Charge Control                                                                                     |
| <b>Reverse polarity protection</b>                          | Yes                                 | know if battery is good prior to recharging and does a double check at the end                           |
| <b>Spark Proof</b>                                          | Yes                                 | Will not spark and scare user or increase risk of explosion                                              |
| <b>High Impact Plastic Housing</b>                          | Yes                                 | Safe, Durable, Corrosion and Acid and Shock Resistant as compared to older design metal housing          |
| <b>2 Stage Charging Process</b>                             | Yes - See description above         | Measures Voltage and Amperage Simultaneously for increased charge speed, depth, efficiency and accuracy  |
| <b>Warranty</b>                                             | 1 Year                              | Good Warranty                                                                                            |

Your Batteries need MOTOBATT Chargers!



# MOTOBATT

## Battery Chargers

### 3 Stage Charging and Maintenance Process

**1. Qualification Phase:**

Initially ensures that the battery is in good condition prior to launching charge processing. As a safety measure charge process will not begin if battery is below 3.5V.

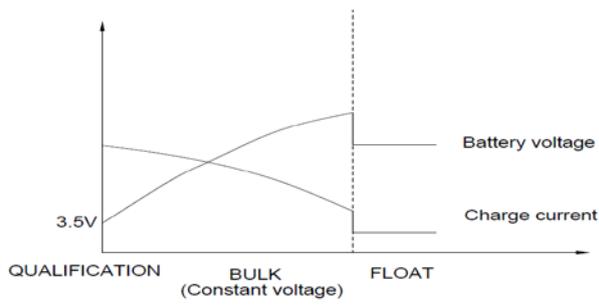
**2. Bulk Charge Phase:**

With the battery now through qualification the MOTOBATT bulk charge phase gives the battery constant voltage taking the battery to 80% of its capacity.

**3. Float / Maintenance Phase:**

In the MOTOBATT float maintenance phase the battery is given constant voltage while the current is reduced based on action taken from monitoring the batteries current state until the battery is 100% charged. The battery can be left safely on the charger indefinitely. The unit will monitor the battery and “turn-on” again as needed to maintain the battery at a full state of readiness.

### 3 Stage Charging and Maintenance Process Map



### Competitive Comparison Matrix

|                              |                                                                                                       |                                                                                                                              |                                                                                                     |                                                                                      |                                                                                       |
|------------------------------|-------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| PRODUCT IMAGE                |                     |                                            |                   | S<br>C<br>O<br>R<br>E                                                                |                                                                                       |
|                              | Premium Packaging  | Product Image w/ leads                                                                                                       | Product Image                                                                                       |                                                                                      |                                                                                       |
| Feature                      | Description ↓                                                                                         | Benefit ↓                                                                                                                    |                                                                                                     |  |  |
| Product Manufacturer / Brand | MotoBatt Little Boy Charger / Maintainer                                                              |                                                                                                                              | Battery Tender Jr.                                                                                  | Battery Tender Jr. on Target                                                         | MotoBatt On Target                                                                    |
| Part #                       |                                                                                                       |                                                                                                                              |                                                                                                     |                                                                                      |                                                                                       |
| Charging Current             | 750mA                                                                                                 | Good output for charging smaller batteries and maintaining all batteries including larger batteries with low parasitic loads | 750mA                                                                                               |  |  |
| Charge Voltage               | 240V                                                                                                  | Standard 12V DC Output                                                                                                       | 240V                                                                                                |  |  |
| Charge Output Voltage        | Auto Variable 13.2 - 14.4                                                                             | "communicate" with battery to maximize a safe charge input                                                                   | 13.2 to 14.4 (14.4 volts will maintain but not optimum for complete charge of Gel or AGM batteries) |  |  |
| Bulk Charge Voltage          | 14.4V Max                                                                                             | At 14.4V will safely and fully charge conventional lead acid battery types - WITHOUT OVERCHARGING !                          | 14.4V Max (14.4 volts will maintain but not optimum for complete charge of AGM or Gel batteries)    |  |  |





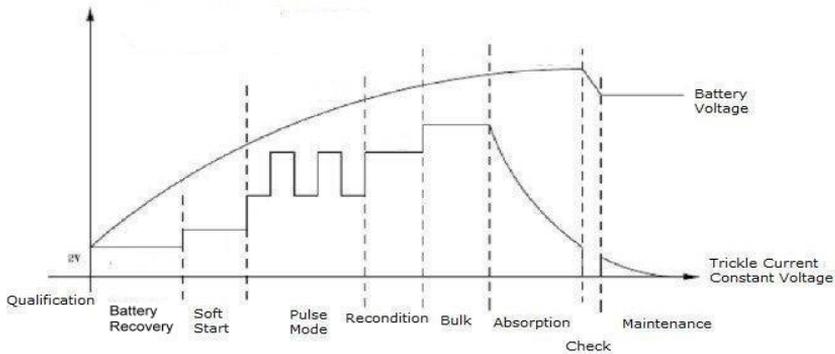
# MOTOBATT

## Battery Chargers

### New 9 Stage Charging and Maintenance Process

- 1. Qualification Phase:**  
Initially ensures that the battery is in good condition prior to launching charge processing. As a safety measure charge process will not begin if battery is below 2.0V.
- 2. Battery Rescue Phase:**  
MOTOBATT Battery Rescue starts if battery voltage has risen unusually high in the early portion of the re-charge cycle. This is usually caused by plate sulfation. Once the battery rescue phase has succeeded in getting the battery to accept power, normal battery charging will begin.
- 3. Soft Start Phase:**  
Soft Start is used when the charger has detected a battery at a very low initial state of charge. Voltage and current are delivered at specified rate to help the battery to recover prior to entering Pulse charge mode.
- 4. Pulse Mode Phase:**  
MOTOBATT Pulse mode provides a high frequency pulse charge to help the newly recovered battery to continue to accept charge as it enters the reconditioning phase.
- 5. Recondition Phase:**  
The MOTOBATT reconditioning phase continues to work the battery at a slightly higher voltage and amperage to "re-activate" the battery plates for improved depth of charge and charge acceptance.
- 6. Bulk Charge Phase:**  
With the battery now through Pulse and reconditioning phases and well on its way to full recovery the MOTOBATT bulk charge phase gives the battery constant current taking the battery up to 80% of its capacity.
- 7. Absorption Phase:**  
In the MOTOBATT absorption phase the battery is given constant voltage while the current is reduced based on action taken from monitoring the batteries current state until the battery is 100% charged.
- 8. Check Phase:**  
Battery will now be checked to be sure that it is holding a charge properly and a the charger will make a determination and classify the battery for use, or
- 9. Maintenance Phase:**  
Battery can be left safely on the charger indefinitely. The unit will monitor the battery and "turn-on" again as needed to maintain the battery at a full state of readiness.

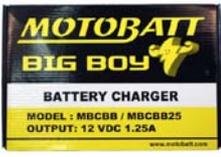
### New 9 Stage Charging and Maintenance Process Map



### Competitive Comparison Matrix

|                                        |                                                                                                       |                                                                                                                                |                                                                                      |                                                                                       |                                                                                       |
|----------------------------------------|-------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| PRODUCT IMAGE                          |                    |                                             |  | S<br>C<br>O<br>R<br>E                                                                 |                                                                                       |
|                                        | Premium Packaging  | Product Image w/ leads                                                                                                         | Product Image                                                                        |                                                                                       |                                                                                       |
| Feature                                | Description ↓                                                                                         | Benefit ↓                                                                                                                      |                                                                                      |  |  |
| Product Manufacturer / Brand<br>Part # | MotoBatt Big Boy Charger / Maintainer                                                                 |                                                                                                                                | Battery Tender Plus                                                                  | Battery Tender on Target                                                              | MotoBatt On Target                                                                    |
| Charging Current                       | 1.25A                                                                                                 | Same power output but with 9 step charging process MotoBatt is faster and more efficient especially with AGM and Gel Batteries | 1.25A                                                                                |  |  |
| Charge Output Voltage                  | Auto Variable - 13.6 to 14.8 V                                                                        | Uses Microprocessor to "communicate" with battery to maximize a safe charge input                                              | 13.2 to 14.4                                                                         |                                                                                       |  |

# Competitive Comparison Matrix

|                                                             |                                                                                                                                                                                         |                                                                                                                                                           |                                                                                                     |                                                                                       |                                                                                       |
|-------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| <b>PRODUCT IMAGE</b>                                        | <br>Premium Packaging  | <br>Product Image w/ leads                                                | <br>Product Image | <b>S<br/>C<br/>O<br/>R<br/>E</b>                                                      |                                                                                       |
| <b>Feature</b>                                              | <b>Description ↓</b>                                                                                                                                                                    | <b>Benefit ↓</b>                                                                                                                                          |                                                                                                     |    |    |
| <b>Product Manufacturer / Brand Part #</b>                  | <b>MotoBatt Big Boy Charger / Maintainer</b>                                                                                                                                            |                                                                                                                                                           | <b>Battery Tender Plus</b>                                                                          | <b>Battery Tender on Target</b>                                                       | <b>MotoBatt On Target</b>                                                             |
| <b>Bulk Charge Voltage</b>                                  | 14.8V Max                                                                                                                                                                               | Will safely and fully charge all lead acid battery types including AGM and Gel - WITHOUT OVERCHARGING !                                                   | 14.4V (voltage will not fully charge AGM batteries)                                                 |                                                                                       |    |
| <b>Input Voltage Range</b>                                  | 120 VAC                                                                                                                                                                                 | Standard Voltage                                                                                                                                          | 120 VAC                                                                                             |    |    |
| <b>Float Voltage</b>                                        | 13.6V                                                                                                                                                                                   | Will properly maintain ANY BATTERY CHEMISTRY via constant communication between battery and charger.                                                      | 13.2V (voltage will not properly maintain AGM batteries)                                            |                                                                                       |    |
| <b>Auto -"ON"</b>                                           | Yes                                                                                                                                                                                     | No need to turn on. Just connect and plug in - wait for green light - Done!                                                                               | Yes                                                                                                 |    |    |
| <b>"No Connection" &amp; Reverse Connection LED Feature</b> | Yes                                                                                                                                                                                     | LED on user interface ensures that valuable time will be spent actually charging the battery not wasting time due to a weak or bad connection to battery. | Yes                                                                                                 |    |    |
| <b>Fully Charges Battery Types...</b>                       |                                                                                                                                                                                         |                                                                                                                                                           |                                                                                                     |                                                                                       |                                                                                       |
| <b>Standard</b>                                             | Yes                                                                                                                                                                                     | Properly charges and maintains all lead acid battery types                                                                                                | Yes                                                                                                 |    |    |
| <b>Gel</b>                                                  | Yes                                                                                                                                                                                     |                                                                                                                                                           | Yes                                                                                                 |    |    |
| <b>AGM</b>                                                  | Yes                                                                                                                                                                                     |                                                                                                                                                           | No                                                                                                  |   |   |
| <b>Sulfated Battery Recovery</b>                            | Yes                                                                                                                                                                                     | As part of MOTOBATT's Unique 9 Stage Charge Process - the Charge Pulse and Recovery modes team up to "Revive" sulfated batteries without battery damage   | No                                                                                                  |                                                                                       |  |
| <b>Charging Stages</b>                                      | 9                                                                                                                                                                                       | Optimized Charge control                                                                                                                                  | 4                                                                                                   |                                                                                       |  |
| <b>"Bad Battery" Test Indication</b>                        | Yes - Initial "Qualification" and ending "Check" phases                                                                                                                                 | Ends wasted time - Allows end user to know if battery is good prior to recharging and does a double check at the end                                      | No                                                                                                  |                                                                                       |  |
| <b>9 Stage Charging Process</b>                             | Yes - See description above                                                                                                                                                             | Measures Voltage and Amperage Simultaneously for increased charge speed, depth, efficiency and accuracy                                                   | No                                                                                                  |                                                                                       |  |
| <b>High Impact Plastic Housing</b>                          | Yes                                                                                                                                                                                     | Safe, Durable, Corrosion and Acid and Shock Resistant as compared to older design metal housing                                                           | Yes                                                                                                 |  |  |
| <b>Optionally Available with 25' Extension leads in box</b> | Yes                                                                                                                                                                                     | Flexible user options                                                                                                                                     | No                                                                                                  |                                                                                       |  |
| <b>Spark Proof</b>                                          | Yes                                                                                                                                                                                     | Will not spark and scare user or increase risk of explosion                                                                                               | Yes                                                                                                 |  |  |
| <b>Warranty</b>                                             | 5 Years                                                                                                                                                                                 | Great Warranty                                                                                                                                            | 10 Years                                                                                            |  |                                                                                       |
| <b>Score</b>                                                |                                                                                                                                                                                         |                                                                                                                                                           |                                                                                                     | <b>9</b>                                                                              | <b>17</b>                                                                             |

# MOTOBATT

## Battery Chargers

Your Batteries need MOTOBATT Chargers!



# MOTOBATT

## Battery Chargers

### New 9 Stage Charging and Maintenance Process

**1. Qualification Phase:**

Initially ensures that the battery is in good condition prior to launching charge processing. As a safety measure charge process will not begin if battery is below 2.0V.

**2. Battery Rescue Phase:**

MOTOBATT Battery Rescue starts if battery voltage has risen unusually high in the early portion of the re-charge cycle. This is usually caused by plate sulfation. Once the battery rescue phase has succeeded in getting the battery to accept power, normal

**3. Soft Start Phase:**

Soft Start is used when the charger has detected a battery at a very low initial state of charge. Voltage and current are delivered at specified rate to help the battery to recover prior to entering Pulse charge mode.

**4. Pulse Mode Phase:**

MOTOBATT Pulse mode provides a high frequency pulse charge to help the newly recovered battery to continue to accept charge as it enters the reconditioning phase.

**5. Recondition Phase:**

The MOTOBATT reconditioning phase continues to work the battery at a slightly higher voltage and amperage to "re-activate" the battery plates for improved depth of charge and charge acceptance.

**6. Bulk Charge Phase:**

With the battery now through Pulse and reconditioning phases and well on its way to full recovery the MOTOBATT bulk charge phase gives the battery constant current taking the battery up to 80% of its capacity.

**7. Absorption Phase:**

In the MOTOBATT absorption phase the battery is given constant voltage while the current is reduced based on action taken from monitoring the batteries current state until the battery is 100% charged.

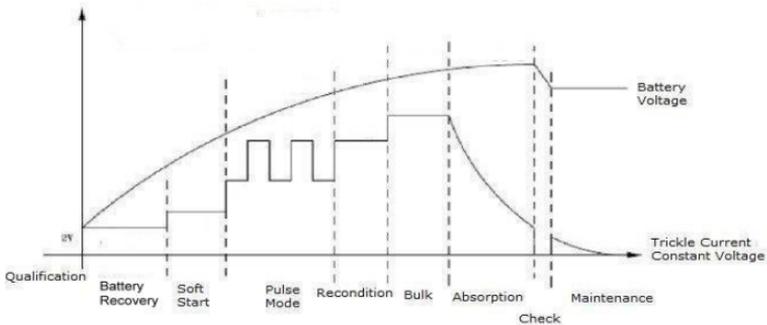
**8. Check Phase:**

Battery will now checked to be sure that it is holding a charge properly and a the charger will make a determination and classify

**9. Maintenance Phase:**

Battery can be left safely on the charger indefinitely. The unit will monitor the battery and "turn-on" again as needed to maintain the battery at a full state of readiness.

### New 9 Stage Charging and Maintenance Process Map



### Competitive Comparison Matrix

|                                                                                                              |                                                                                     |                                                                                                                                                                              |
|--------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>PRODUCT IMAGE</p>                                                                                         |  |                                                                                           |
| <p>Premium Packaging </p> |                                                                                     | <p>Product Image w/ leads</p>                                                                                                                                                |
| <p>Feature</p>                                                                                               | <p>Description ↓</p>                                                                | <p>Benefit ↓</p>                                                                                                                                                             |
| <p>Product Manufacturer / Brand</p>                                                                          | <p>MotoBatt Fat Boy Charger / Maintainer</p>                                        |                                                                                                                                                                              |
| <p>Part #</p>                                                                                                |                                                                                     |                                                                                                                                                                              |
| <p>Charging Current</p>                                                                                      | <p>2.0A</p>                                                                         | <p>Sell up from the 1.25A Big Boy with more powerful 2A transformer. 9 step Motobatt charging process is faster and more efficient especially with AGM and Gel Batteries</p> |
| <p>Charge Output Voltage</p>                                                                                 | <p>Auto Variable - 13.6 to 14.8 V</p>                                               | <p>Uses Microprocessor to "communicate" with battery to maximize a safe charge input</p>                                                                                     |

# Competitive Comparison Matrix

|                                                      |                                                                                                     |                                                                                                                                                           |
|------------------------------------------------------|-----------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
| PRODUCT IMAGE                                        |                     |                                                                           |
|                                                      | Premium Packaging  | Product Image w/ leads                                                                                                                                    |
| Feature                                              | Description ↓                                                                                       | Benefit ↓                                                                                                                                                 |
| Product Manufacturer / Brand                         | MotoBatt Fat Boy Charger / Maintainer                                                               |                                                                                                                                                           |
| Part #                                               |                                                                                                     |                                                                                                                                                           |
| Bulk Charge Voltage                                  | 14.8V Max                                                                                           | Will safely and fully charge all lead acid battery types including AGM and Gel - WITHOUT OVERCHARGING !                                                   |
| Input Voltage Range                                  | 120 -240 VAC                                                                                        | World Voltage Capable                                                                                                                                     |
| Float Voltage                                        | 13.6V                                                                                               | constant communication between battery and charger.                                                                                                       |
| Auto -"ON"                                           | Yes                                                                                                 | No need to turn on. Just connect and plug in - wait for green light - Done!                                                                               |
| "No Connection" & Reverse Connection LED Feature     | Yes                                                                                                 | LED on user interface ensures that valuable time will be spent actually charging the battery not wasting time due to a weak or bad connection to battery. |
| Fully Charges Standard, AGM and Gel Battery Types... | Yes                                                                                                 | Properly charges and maintains all lead acid battery types                                                                                                |
| Sulfated Battery Recovery                            | Yes                                                                                                 | As part of MOTOBATT's Unique 9 Stage Charge Process - the Charge Pulse and Recovery modes team up to "Revive" sulfated batteries without battery damage   |
| Charging Stages                                      | 9                                                                                                   | Optimized Charge control                                                                                                                                  |
| "Bad Battery" Test Indication                        | Yes - Initial "Qualification" and ending "Check" phases                                             | is good prior to recharging and does a double check at the end                                                                                            |
| 9 Stage Charging Process                             | Yes - See description above                                                                         | increased charge speed, depth, efficiency and accuracy                                                                                                    |
| High Impact Plastic Housing                          | Yes                                                                                                 | Safe, Durable, Corrosion and Acid and Shock Resistant as compared to older design metal housing                                                           |
| Optionally Available with 25' Extension leads in box | Yes                                                                                                 | Flexible user options                                                                                                                                     |
| Built-In Wall Mount                                  | Yes                                                                                                 | Flexible user options                                                                                                                                     |
| Spark Proof                                          | Yes                                                                                                 | Will not spark and scare user or increase risk of explosion                                                                                               |
| Warranty                                             | 5 Years                                                                                             | Great Warranty                                                                                                                                            |

# ***MOTOBATT***

## Battery Chargers

Your Batteries need MOTOBATT Chargers!



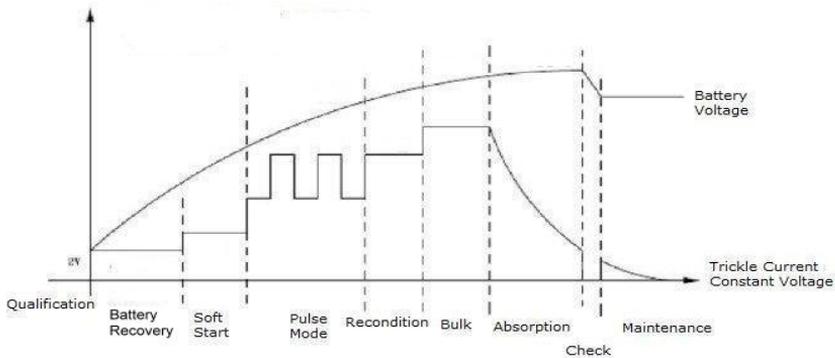
# MOTOBATT

## Battery Chargers

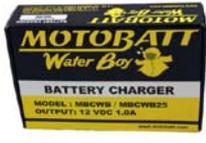
### New 9 Stage Charging and Maintenance Process

- 1. Qualification Phase:**  
Initially ensures that the battery is in good condition prior to launching charge processing. As a safety measure charge process will not begin if battery is below 2.0V.
- 2. Battery Rescue Phase:**  
MOTOBATT Battery Rescue starts if battery voltage has risen unusually high in the early portion of the re-charge cycle. This is usually caused by plate sulfation. Once the battery rescue phase has succeeded in getting the battery to accept power, normal battery charging will begin.
- 3. Soft Start Phase:**  
Soft Start is used when the charger has detected a battery at a very low initial state of charge. Voltage and current are delivered at specified rate to help the battery to recover prior to entering Pulse charge mode.
- 4. Pulse Mode Phase:**  
MOTOBATT Pulse mode provides a high frequency pulse charge to help the newly recovered battery to continue to accept charge as it enters the reconditioning phase.
- 5. Recondition Phase:**  
The MOTOBATT reconditioning phase continues to work the battery at a slightly higher voltage and amperage to "re-activate" the battery plates for improved depth of charge and charge acceptance.
- 6. Bulk Charge Phase:**  
With the battery now through Pulse and reconditioning phases and well on its way to full recovery the MOTOBATT bulk charge phase gives the battery constant current taking the battery up to 80% of its capacity.
- 7. Absorption Phase:**  
In the MOTOBATT absorption phase the battery is given constant voltage while the current is reduced based on action taken from monitoring the batteries current state until the battery is 100% charged.
- 8. Check Phase:**  
Battery will now checked to be sure that it is holding a charge properly and a the charger will make a determination and classify the battery for use, or
- 9. Maintenance Phase:**  
Battery can be left safely on the charger indefinitely. The unit will monitor the battery and "turn-on" again as needed to maintain the battery at a full state of readiness.

### New 9 Stage Charging and Maintenance Process Map



### Competitive Comparison Matrix

| PRODUCT IMAGE                |                    |  |  | <b>S<br/>C<br/>O<br/>R<br/>E</b> |                    |
|------------------------------|-------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|----------------------------------|--------------------|
|                              | Premium Packaging  | Product Image w/ Leads                                                              | Product Image                                                                        |                                  |                    |
| Feature                      | Description ↓                                                                                         | Benefit ↓                                                                           |                                                                                      | ⊕                                | ⊕                  |
| Product Manufacturer / Brand | MotoBatt Water Boy Charger / Maintainer                                                               |                                                                                     | Battery Tender 800                                                                   | Battery Tender on Target         | MotoBatt On Target |
| Part #                       |                                                                                                       |                                                                                     |                                                                                      |                                  |                    |
| Charging Current             | 1A                                                                                                    | Faster than similar competitive products                                            | .80 Amps per Channel                                                                 |                                  | ⊕                  |
| Charge Output Voltage        | Auto Variable -<br>13.6 to 14.8 V                                                                     | Uses Microprocessor to "communicate" with battery to maximize a safe charge input   | 13.2 to 14.4                                                                         |                                  | ⊕                  |

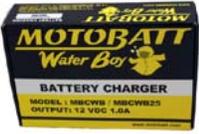
## Competitive Comparison Matrix

| PRODUCT IMAGE                                        | <br>Premium Packaging  | <br>Product Image w/ Leads                                                | <br>Product Image | S<br>C<br>O<br>R<br>E    |                    |
|------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|--------------------------|--------------------|
| Feature                                              | Description ↓                                                                                                                                                                           | Benefit ↓                                                                                                                                                 |                                                                                                    | ⊕                        | ⊕                  |
| Product Manufacturer / Brand Part #                  | MotoBatt Water Boy Charger / Maintainer                                                                                                                                                 |                                                                                                                                                           | Battery Tender 800                                                                                 | Battery Tender on Target | MotoBatt On Target |
| Bulk Charge Voltage                                  | 14.8V Max                                                                                                                                                                               | Will safely and fully charge all lead acid battery types including AGM and Gel - WITHOUT OVERCHARGING !                                                   | 14.4V (voltage will not fully charge AGM batteries)                                                |                          | ⊕                  |
| Input Voltage Range                                  | 120V - 240VAC                                                                                                                                                                           | Standard Voltage                                                                                                                                          | 100 - 240 VAC                                                                                      | ⊕                        | ⊕                  |
| Float Voltage                                        | 13.6V                                                                                                                                                                                   | Will properly maintain ANY BATTERY CHEMISTRY via constant communication between battery and charger.                                                      | 13.2V (voltage will not properly maintain AGM batteries)                                           |                          | ⊕                  |
| Auto -"ON"                                           | Yes                                                                                                                                                                                     | No need to turn on. Just connect and plug in - wait for green light - Done!                                                                               | Yes                                                                                                | ⊕                        | ⊕                  |
| "No Connection" & Reverse Connection LED Feature     | Yes                                                                                                                                                                                     | LED on user interface ensures that valuable time will be spent actually charging the battery not wasting time due to a weak or bad connection to battery. | Yes                                                                                                | ⊕                        | ⊕                  |
| Fully Charges Battery Types...                       |                                                                                                                                                                                         |                                                                                                                                                           |                                                                                                    |                          |                    |
| Standard                                             | Yes                                                                                                                                                                                     | Properly charges and maintains all lead acid battery types                                                                                                | Yes                                                                                                | ⊕                        | ⊕                  |
| Gel                                                  | Yes                                                                                                                                                                                     |                                                                                                                                                           | Yes                                                                                                | ⊕                        | ⊕                  |
| AGM                                                  | Yes                                                                                                                                                                                     |                                                                                                                                                           | No                                                                                                 | ⊕                        | ⊕                  |
| Sulfated Battery Recovery                            | Yes                                                                                                                                                                                     | As part of MOTOBATT's Unique 9 Stage Charge Process - the Charge Pulse and Recovery modes team up to "Revive" sulfated batteries without battery damage   | No                                                                                                 |                          | ⊕                  |
| Charging Stages                                      | 9                                                                                                                                                                                       | Optimized Charge control                                                                                                                                  | 4                                                                                                  |                          | ⊕                  |
| "Bad Battery" Test Indication                        | Yes - Initial "Qualification" and ending "Check" phases                                                                                                                                 | Ends wasted time - Allows end user to know if battery is good prior to recharging and does a double check at the end                                      | No                                                                                                 |                          | ⊕                  |
| 9 Stage Charging Process                             | Yes - See description above                                                                                                                                                             | Measures Voltage and Amperage Simultaneously for increased charge speed, depth, efficiency and accuracy                                                   | No                                                                                                 |                          | ⊕                  |
| High Impact Plastic Housing                          | Yes                                                                                                                                                                                     | Safe, Durable, Corrosion and Acid and Shock Resistant as compared to older design metal housing                                                           | Yes                                                                                                | ⊕                        | ⊕                  |
| Optionally Available with 25' Extension leads in box | Yes                                                                                                                                                                                     | Flexible user options                                                                                                                                     | No                                                                                                 |                          | ⊕                  |
| Built-In Wall Mount Design                           | Yes                                                                                                                                                                                     | Flexible user options                                                                                                                                     | No                                                                                                 |                          | ⊕                  |
| Water Proof                                          | Yes                                                                                                                                                                                     | Even submersible! Works in all wet weather conditions                                                                                                     | Yes                                                                                                | ⊕                        | ⊕                  |
| Spark Proof                                          | Yes                                                                                                                                                                                     | Will not spark and scare user or increase risk of explosion                                                                                               | Yes                                                                                                | ⊕                        | ⊕                  |
| Warranty                                             | 5 Years                                                                                                                                                                                 | Great Warranty                                                                                                                                            | 3 Years                                                                                            |                          | ⊕                  |
|                                                      |                                                                                                                                                                                         |                                                                                                                                                           | <b>Score</b>                                                                                       | <b>9</b>                 | <b>20</b>          |

# MOTOBATT

## Battery Chargers

## Competitive Comparison Matrix

|                              |                                                                                                                                                                        |                                                                                   |                                                                                     |                          |                    |
|------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------|--------------------|
| PRODUCT IMAGE                | <br> |  |  | S<br>C<br>O<br>R<br>E    |                    |
|                              | Premium Packaging                                                                                                                                                      | Product Image w/ Leads                                                            | Product Image                                                                       |                          |                    |
| Feature                      | Description ↓                                                                                                                                                          | Benefit ↓                                                                         |                                                                                     | ⊕                        | ⊕                  |
| Product Manufacturer / Brand | MotoBatt Water Boy Charger / Maintainer                                                                                                                                |                                                                                   | Battery Tender 800                                                                  | Battery Tender on Target | MotoBatt On Target |
| Part #                       |                                                                                                                                                                        |                                                                                   |                                                                                     |                          |                    |

Your Batteries need MOTOBATT Chargers!



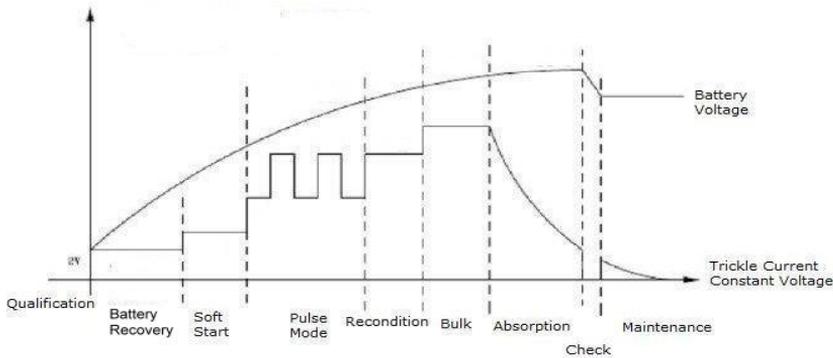
# MOTOBATT

## Battery Chargers

### New 9 Stage Charging and Maintenance Process

- 1. Qualification Phase:**  
Initially ensures that the battery is in good condition prior to launching charge processing. As a safety measure charge process will not begin if battery is below 2.0V.
- 2. Battery Rescue Phase:**  
MOTOBATT Battery Rescue starts if battery voltage has risen unusually high in the early portion of the re-charge cycle. This is usually caused by plate sulfation. Once the battery rescue phase has succeeded in getting the battery to accept power, normal battery charging will begin.
- 3. Soft Start Phase:**  
Soft Start is used when the charger has detected a battery at a very low initial state of charge. Voltage and current are delivered at specified rate to help the battery to recover prior to entering Pulse charge mode.
- 4. Pulse Mode Phase:**  
MOTOBATT Pulse mode provides a high frequency pulse charge to help the newly recovered battery to continue to accept charge as it enters the reconditioning phase.
- 5. Recondition Phase:**  
The MOTOBATT reconditioning phase continues to work the battery at a slightly higher voltage and amperage to "re-activate" the battery plates for improved depth of charge and charge acceptance.
- 6. Bulk Charge Phase:**  
With the battery now through Pulse and reconditioning phases and well on its way to full recovery the MOTOBATT bulk charge phase gives the battery constant current taking the battery up to 80% of its capacity.
- 7. Absorption Phase:**  
In the MOTOBATT absorption phase the battery is given constant voltage while the current is reduced based on action taken from monitoring the batteries current state until the battery is 100% charged.
- 8. Check Phase:**  
Battery will now checked to be sure that it is holding a charge properly and a the charger will make a determination and classify the battery for use, or
- 9. Maintenance Phase:**  
Battery can be left safely on the charger indefinitely. The unit will monitor the battery and "turn-on" again as needed to maintain the battery at a full state of readiness.

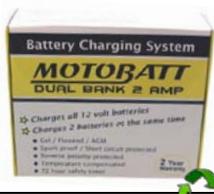
### New 9 Stage Charging and Maintenance Process Map



### Competitive Comparison Matrix

|                              |                                            |                                                                                   |                          |                          |                    |
|------------------------------|--------------------------------------------|-----------------------------------------------------------------------------------|--------------------------|--------------------------|--------------------|
| PRODUCT IMAGE                |                                            |                                                                                   |                          | S<br>C<br>O<br>R<br>E    |                    |
|                              | Premium Packaging                          | Product Image w/ Leads                                                            | Product Image            |                          |                    |
| Feature                      | Description ↓                              | Benefit ↓                                                                         |                          |                          |                    |
| Product Manufacturer / Brand | MotoBatt Dual Station Charger / Maintainer |                                                                                   | Battery Tender Dual Bank | Battery Tender on Target | MotoBatt On Target |
| Part #                       |                                            |                                                                                   |                          |                          |                    |
| Charging Current             | 2.0A per Channel                           | Faster than similar competitive products                                          | 1.25A per Channel        |                          |                    |
| Charge Output Voltage        | Auto Variable - 13.6 to 14.8 V             | Uses Microprocessor to "communicate" with battery to maximize a safe charge input | 13.2 to 14.4             |                          |                    |

# Competitive Comparison Matrix

| PRODUCT IMAGE                                               | <br>Premium Packaging  | <br>Product Image w/ Leads                                                | <br>Product Image | S<br>C<br>O<br>R<br>E           |                           |
|-------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|---------------------------------|---------------------------|
| Feature                                                     | Description ↓                                                                                                                                                                           | Benefit ↓                                                                                                                                                 |                                                                                                    | ⊕                               | ⊕                         |
| <b>Product Manufacturer / Brand Part #</b>                  | <b>MotoBatt Dual Station Charger / Maintainer</b>                                                                                                                                       |                                                                                                                                                           | <b>Battery Tender Dual Bank</b>                                                                    | <b>Battery Tender on Target</b> | <b>MotoBatt On Target</b> |
| <b>Bulk Charge Voltage</b>                                  | 14.8V Max                                                                                                                                                                               | Will safely and fully charge all lead acid battery types including AGM and Gel - WITHOUT OVERCHARGING !                                                   | 14.4V (voltage will not fully charge AGM batteries)                                                |                                 | ⊕                         |
| <b>Input Voltage Range</b>                                  | 100 - 240 VAC (Auto Selecting)                                                                                                                                                          | Universal Voltage                                                                                                                                         | 100 - 240 VAC (Auto Selecting)                                                                     | ⊕                               | ⊕                         |
| <b>Float Voltage</b>                                        | 13.6V                                                                                                                                                                                   | Will properly maintain ANY BATTERY CHEMISTRY via constant communication between battery and charger.                                                      | 13.2V (voltage will not properly maintain AGM batteries)                                           |                                 | ⊕                         |
| <b>Auto -"ON"</b>                                           | Yes                                                                                                                                                                                     | No need to turn on. Just connect and plug in - wait for green light - Done!                                                                               | Yes                                                                                                | ⊕                               | ⊕                         |
| <b>"No Connection" &amp; Reverse Connection LED Feature</b> | Yes                                                                                                                                                                                     | LED on user interface ensures that valuable time will be spent actually charging the battery not wasting time due to a weak or bad connection to battery. | Yes                                                                                                | ⊕                               | ⊕                         |
| <b>Fully Charges Battery Types...</b>                       |                                                                                                                                                                                         |                                                                                                                                                           |                                                                                                    |                                 |                           |
| <b>Standard</b>                                             | Yes                                                                                                                                                                                     | Properly charges and maintains all lead acid battery types                                                                                                | Yes                                                                                                | ⊕                               | ⊕                         |
| <b>Gel</b>                                                  | Yes                                                                                                                                                                                     |                                                                                                                                                           | Yes                                                                                                | ⊕                               | ⊕                         |
| <b>AGM</b>                                                  | Yes                                                                                                                                                                                     |                                                                                                                                                           | No                                                                                                 | ⊕                               | ⊕                         |
| <b>Sulfated Battery Recovery</b>                            | Yes                                                                                                                                                                                     | As part of MOTOBATT's Unique 9 Stage Charge Process - the Charge Pulse and Recovery modes team up to "Revive" sulfated batteries without battery damage   | No                                                                                                 |                                 | ⊕                         |
| <b>Charging Stages</b>                                      | 9                                                                                                                                                                                       | Optimized Charge control                                                                                                                                  | 4                                                                                                  |                                 | ⊕                         |
| <b>"Bad Battery" Test Indication</b>                        | Yes - Initial "Qualification" and ending "Check" phases                                                                                                                                 | Ends wasted time - Allows end user to know if battery is good prior to recharging and does a double check at the end                                      | No                                                                                                 |                                 | ⊕                         |
| <b>Power Supply Type</b>                                    | High Frequency - Switch Mode                                                                                                                                                            | New Technology / Clean and efficient Power - Lightweight                                                                                                  | High Frequency - Switch Mode                                                                       | ⊕                               | ⊕                         |
| <b>9 Stage Charging Process</b>                             | Yes - See description above                                                                                                                                                             | Measures Voltage and Amperage Simultaneously for increased charge speed, depth, efficiency and accuracy                                                   | No                                                                                                 |                                 | ⊕                         |
| <b>High Impact Plastic Housing</b>                          | Yes                                                                                                                                                                                     | Safe, Durable, Corrosion and Acid and Shock Resistant as compared to older design metal housing                                                           | Yes                                                                                                | ⊕                               | ⊕                         |
| <b>Built-In Wall Mount Design</b>                           | Yes                                                                                                                                                                                     | Flexible user options                                                                                                                                     | Yes                                                                                                | ⊕                               | ⊕                         |
| <b>Optionally Available with 25' Extension leads in box</b> | Yes                                                                                                                                                                                     | Flexible user options                                                                                                                                     | No                                                                                                 |                                 | ⊕                         |
| <b>Spark Proof</b>                                          | Yes                                                                                                                                                                                     | Will not spark and scare user or increase risk of explosion                                                                                               | Yes                                                                                                | ⊕                               | ⊕                         |
| <b>Warranty</b>                                             | 2 Years                                                                                                                                                                                 | Great Warranty                                                                                                                                            | 2 Years                                                                                            | ⊕                               | ⊕                         |
|                                                             |                                                                                                                                                                                         |                                                                                                                                                           | <b>Score</b>                                                                                       | <b>10</b>                       | <b>20</b>                 |

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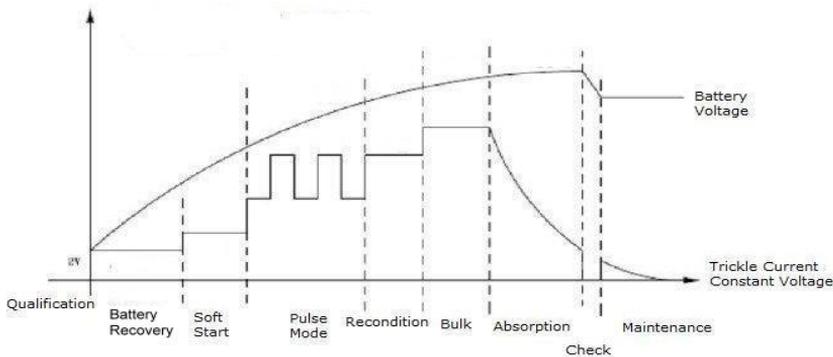
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### New 9 Stage Charging and Maintenance Process Map



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|-------------------------------------|-------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|--------------------------|--------------------|
| PRODUCT IMAGE                       |                    |                      |  | S<br>C<br>O<br>R<br>E    |                    |
|                                     | Premium Packaging  | Product Image w/ Leads                                                                                  | Product Image                                                                        |                          |                    |
| Feature                             | Description ↓                                                                                         | Benefit ↓                                                                                               |                                                                                      | ⊕                        | ⊕                  |
| Product Manufacturer / Brand Part # | MotoBatt Four Station Charger / Maintainer                                                            |                                                                                                         | Battery Tender Quad Bank                                                             | Battery Tender on Target | MotoBatt On Target |
| Charging Current                    | 4.0A per Channel                                                                                      | The most POWERFUL 4 bank maintenance charger on the market!<br>Faster than similar competitive products | 1.25A per Channel                                                                    |                          | ⊕                  |
| Charge Output Voltage               | Auto Variable - 13.6 to 14.8 V                                                                        | Uses Microprocessor to "communicate" with battery to maximize a safe charge input                       | 13.2 to 14.4                                                                         |                          | ⊕                  |

# Competitive Comparison Matrix

| PRODUCT IMAGE                                               |                     |                                                                           |  | <b>S<br/>C<br/>O<br/>R<br/>E</b>                                                      |                                                                                       |
|-------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|                                                             | Premium Packaging  | Product Image w/ Leads                                                                                                                                    | Product Image                                                                      |                                                                                       |                                                                                       |
| Feature                                                     | Description ↓                                                                                       | Benefit ↓                                                                                                                                                 |                                                                                    |    |    |
| Product Manufacturer / Brand Part #                         | <b>MotoBatt Four Station Charger / Maintainer</b>                                                   |                                                                                                                                                           | <b>Battery Tender Quad Bank</b>                                                    | <b>Battery Tender on Target</b>                                                       | <b>MotoBatt On Target</b>                                                             |
| <b>Bulk Charge Voltage</b>                                  | 14.8V Max                                                                                           | Will safely and fully charge all lead acid battery types including AGM and Gel - WITHOUT OVERCHARGING !                                                   | 14.4V (voltage will not fully charge AGM batteries)                                |                                                                                       |    |
| <b>Input Voltage Range</b>                                  | 100 - 240 VAC (Auto Selecting)                                                                      | Universal Voltage                                                                                                                                         | 100 - 240 VAC (Auto Selecting)                                                     |    |    |
| <b>Float Voltage</b>                                        | 13.6V                                                                                               | Will properly maintain ANY BATTERY CHEMISTRY via constant communication between battery and charger.                                                      | 13.2V (voltage will not properly maintain AGM batteries)                           |                                                                                       |    |
| <b>Auto -"ON"</b>                                           | Yes                                                                                                 | No need to turn on. Just connect and plug in - wait for green light - Done!                                                                               | Yes                                                                                |    |    |
| <b>"No Connection" &amp; Reverse Connection LED Feature</b> | Yes                                                                                                 | LED on user interface ensures that valuable time will be spent actually charging the battery not wasting time due to a weak or bad connection to battery. | Yes                                                                                |    |    |
| <b>Fully Charges Battery Types...</b>                       |                                                                                                     |                                                                                                                                                           |                                                                                    |                                                                                       |                                                                                       |
| <b>Standard</b>                                             | Yes                                                                                                 | Properly charges and maintains all lead acid battery types                                                                                                | Yes                                                                                |    |    |
| <b>Gel</b>                                                  | Yes                                                                                                 |                                                                                                                                                           | Yes                                                                                |    |    |
| <b>AGM</b>                                                  | Yes                                                                                                 |                                                                                                                                                           | No                                                                                 |   |   |
| <b>Sulfated Battery Recovery</b>                            | Yes                                                                                                 | As part of MOTOBATT's Unique 9 Stage Charge Process - the Charge Pulse and Recovery modes team up to "Revive" sulfated batteries without battery damage   | No                                                                                 |                                                                                       |  |
| <b>Charging Stages</b>                                      | Yes - See description above                                                                         | Optimized Charge control                                                                                                                                  | 4                                                                                  |                                                                                       |  |
| <b>"Bad Battery" Test Indication</b>                        | Yes - Initial "Qualification" and ending "Check" phase                                              | Ends wasted time - Allows end user to know if battery is good prior to recharging and does a double check at the end                                      | No                                                                                 |                                                                                       |  |
| <b>Power Supply Type</b>                                    | High Frequency - Switch Mode                                                                        | New Technology / Clean and efficient Power - Lightweight                                                                                                  | High Frequency - Switch Mode                                                       |  |  |
| <b>9 Stage Charging Process</b>                             | Yes                                                                                                 | Measures Voltage and Amperage Simultaneously for increased charge speed, depth, efficiency and accuracy                                                   | No                                                                                 |                                                                                       |  |
| <b>High Impact Plastic Housing</b>                          | Yes                                                                                                 | Safe, Durable, Corrosion and Acid and Shock Resistant as compared to older design metal housing                                                           | Yes                                                                                |  |  |
| <b>Built-In Wall Mount Design</b>                           | Yes                                                                                                 | Flexible user options                                                                                                                                     | Yes                                                                                |  |  |
| <b>Optionally Available with 25' Extension leads in box</b> | Yes                                                                                                 | Flexible user options                                                                                                                                     | No                                                                                 |                                                                                       |  |
| <b>Spark Proof</b>                                          | Yes                                                                                                 | Will not spark and scare user or increase risk of explosion                                                                                               | Yes                                                                                |  |  |
| <b>Warranty</b>                                             | 2 Years                                                                                             | Great Warranty                                                                                                                                            | 2 Years                                                                            |  |  |
|                                                             |                                                                                                     |                                                                                                                                                           | <b>Score</b>                                                                       | <b>10</b>                                                                             | <b>20</b>                                                                             |

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