

SALES TIPS

PRO

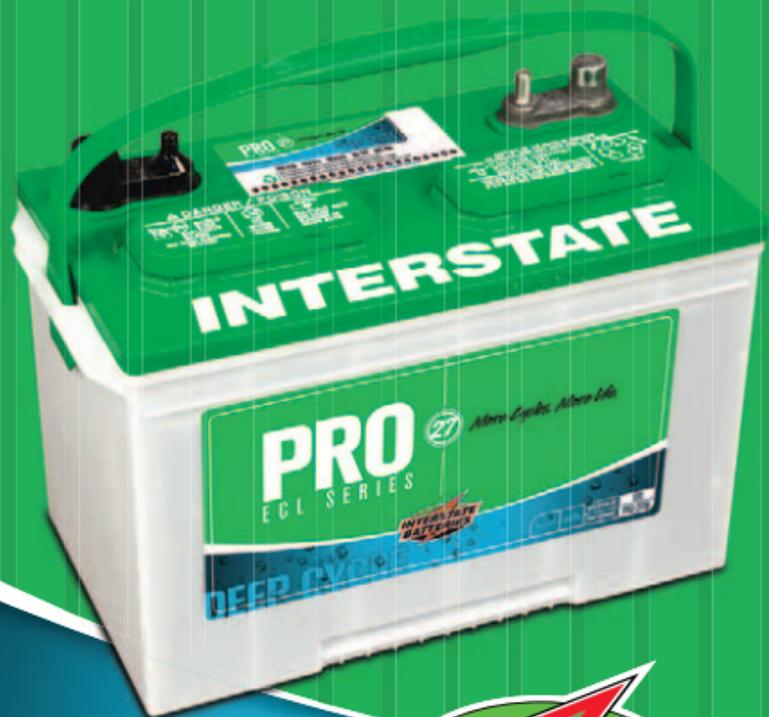
ECL SERIES

More Cycles, More Life.

24

27

29



**INTERSTATE
BATTERIES**

Outrageously Dependable®



POWER THEM UP LIKE THE PROS

More fishing. More camping. More fun. Make sure your marine/RV dealers stock the Interstate® 12-volt Pro ECL Series batteries for their weekend anglers and RV enthusiasts. The new Pro ECL Series delivers these advantages over other marine/RV dual purpose batteries:

1. More cycles and more life
2. High-powered value
3. Longer warranty

Pro ECL Series

More Cycles, More Life.

Q&A ABOUT INTERSTATE® PRO ECL SERIES

❓ What's the difference between Pro ECL batteries and traditional flooded Marine/RV dual purpose batteries?

The Pro ECL batteries have an improved design and weigh more than our regular marine/RV batteries. The biggest difference is in the deep-cycling ability. The new line boasts up to 50% more deep cycles (RRC) than our current standard line and other conventional deep-cycle marine/RV batteries.

❓ What is RRC?

Repetitive Reserve Capacity (RRC) is a BCI-approved term for a battery's ability to withstand many discharge/recharge cycles and still deliver a high percentage of the original full capacity. The higher the RRC rating, the more the battery can be deeply discharged and fully recharged. The RRC test discharges batteries to approximately 75% depth of discharge before recharging.

WEIGHT DIFFERENCE		
PRO-24M		1 lb
PRO-27M		2.1 lb
PRO-29M		2.4 lb

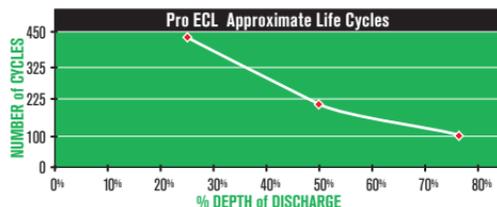
❓ Who are we targeting?

Professional, semi-pro and every-weekend anglers will appreciate the Pro ECL Series' longer life as will hard-core RV enthusiasts. Stepping up to the Pro ECL Series is a more cost-effective way to get up to 50% more cycles.

❓ My dealers have never heard of RRC. What do I tell them?

Although RRC is used in the technical community, it's not commonly recognized in the field. Instead, use the terms "more cycle life" and "more deep cycles." The RRC spec will be printed on the label, and you can point to that number to highlight this battery's increased cycling performance.

❓ How many RRC cycles will I get at other depths of discharge?



❓ How is RRC related to Reserve Capacity (RC)?

RRC reflects the number of cycles while RC refers to an amount of time. RC is the number of minutes a new, fully charged battery at 80 F (27 C) can be discharged at 25 amps and maintain a voltage equal to or higher than 10.5 volts for a 12-volt battery. RRC measures the number of cycles a battery can achieve while maintaining 50% of the RC rating.

❓ Why is the battery more expensive than traditional flooded deep-cycle batteries?

Pro ECL Series batteries have a more advanced design. They're more expensive than traditional flooded batteries, but they deliver up to 50% more cycles. At dollars per deep-cycle (RRC cycles), the Pro ECL Series offers the best value among our flooded marine/RV battery lines.

❓ Don't golf car batteries have more cycles? What's the difference?

Golf car batteries are single-purpose deep-cycle batteries while Interstate's Pro ECL Series batteries are dual-purpose. That means they're designed to both start the boat or RV motor and support accessories such as fish finders, chart plotters, GPS devices, and stereos.

❓ What's the warranty?

The longer cycle life of the Pro ECL Series is backed with Interstate's longest marine/RV free-replacement warranty*: 18 months.

*Non-AGM

