

FEATURE STORIES

Delivering More Power to the Aftermarket

Delphi's Freedom Batteries

In much of the U.S., the leaves are changing colors, the grass is turning brown, and the air is getting colder - signs of the season change and the need to get vehicles ready for winter weather. At the same time, Delphi's Freedom® batteries are entering their first U.S. aftermarket "battery season."

'Tis the Season

"Battery season" has taken on new meaning for drivers and vehicle service professionals around the world since Delphi invented the first truly maintenance-free lead-calcium battery in 1970.

Specified as original equipment (OE) for one in four automobiles, Delphi's Freedom batteries are available in a range of sizes to fit more than 97 percent of vehicles on the road. A wide variety of cases, handles, terminal configurations, and performance specifications help meet the dynamic and increasingly sophisticated needs of OE manufacturers and the aftermarket.

Delphi's Freedom batteries are maintenance free, contributing to greater energy efficiency, durability, and longer life. Features and benefits of Delphi's Freedom batteries include:

- **Heat-sealed vented cover** - eliminates the need for water or service, reduces electrolyte loss, and minimizes gassing and acid spewing
- **Thicker plates and high-density plate paste** - contribute to longer life and provide a greater reserve capacity and cycling ability to support increasing accessory loads (e.g., 12V power sources for cell phones and in-vehicle productivity/entertainment devices)
- **Wrought lead-calcium grid design with plastic bottom border and antimony-free plates** - provides excellent current conductivity and resists damage from overcharging, heat, thermal runaway, and vibration
- **Built-in hydrometer** - indicates state-of-charge at a glance
- **Flat-top design** - enables low underhood clearance and occupies less space

Proven Performance

Delphi's Freedom batteries have a powerful record of performance in lab and field tests.

To ensure that they can meet real-world demands, Delphi's Freedom batteries are exposed to rigorous laboratory testing, including extreme cold, vibration, cycling, and rating tests.

And Delphi's Freedom batteries are among the most durable on the road, according to a 2000-2001 longevity study conducted by an independent laboratory. Data revealed that Delphi's Freedom batteries outlasted average competitor batteries by 30 percent and surpassed the top competitor brand by 10 percent. More than 5,000 batteries from seven geographic regions were evaluated in the study.

Award-winning OEM Batteries Now Available to the U.S. Aftermarket

Delphi has earned several awards from OEM customers for commitment to service and battery quality. Earlier this year, New United Motor Manufacturing Inc., Toyota Motor Manufacturing North America, and Honda de Mexico recognized Delphi for 100 percent on-time delivery and zero parts per million quality defects. Delphi has also received other customer awards over the years, including:

- GM Quality, Service, Price
- Cami President's Award
- Caterpillar Certified Supplier Award
- Ford O1
- Mercedes Benz Supplier Quality Award

Delphi's Freedom batteries are available through an extensive network of distributors. Visit [Delphi.com/am](http://www.delphi.com/am) for more

information.