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EXIDE TECHNOLOGIES TO CARRY AUSTRALIAN MADE LOGO ON PRODUCTS

Exide Technologies, a global leader in stored electrical energy solutions and a leading manufacturer of automotive batteries in Australia, has joined a growing number of local manufacturers carrying the Australian Made logo on its products. Exide was welcomed as a licensee this morning at a ceremony at its facility in Adelaide, Australia. The move was welcomed by Ian Harrison, Chief Executive of the Australian Made, Australian Grown Campaign

“Local manufacturing plays a pivotal role in our economy, and we’re thrilled to welcome Exide as a licensed user of the Australian Made, Australian Grown logo. Research shows that shoppers want to buy locally made, so to see Exide promote its products as Australian is not only a smart move by Exide, but also a great help for shoppers,” said Ian Harrison.

Exide Technologies is one of the largest battery suppliers to vehicle manufacturers based in Australia, and the technology exchange enables Exide to remain at the forefront of meeting the needs of new vehicles. This, in turn, is supported by Exide's global connections with vehicle manufacturers around the world to ensure the latest technologies are employed to power the vehicles of the future.

Exide Technologies manufactures product for transportation applications at their facility in Elizabeth, South Australia and has a battery recycling facility in Wellington, New Zealand. Both Exide® and Marshall® branded products will carry the Australian Made logo.

“Exide and our Marshall Battery division are delighted to partner with Australian Made, a brand synonymous with quality, resilience and all that is Australian.

“The Australian Made brand has absolute synergy with Exide Technologies. Since 1935 we have been manufacturing world leading products in Australia, specifically designed for Australian conditions.

We are proud to manufacture leading automotive product offerings – including the Extreme® and Extra® ranges – in Elizabeth, South Australia. It is our view that this product is the best available and is a credit to our staff, customers and retailers. Thank you for buying Australian,” said John Cowpe – Exide Technologies General Manager Sales & Marketing.

Exide joins more than 1,650 businesses, which use the logo on more than 10,000 products.

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Images are available on request

About Exide:

Exide Technologies is one of the largest battery suppliers to the vehicle manufacturers based in Australia. Exide Technologies manufactures product from their facility in Elizabeth South Australia and has a recycling facility in Wellington NZ. For more information, visit www.exide.com.au

Exide Technologies, with operations in more than 80 countries, is one of the world's largest producers and recyclers of lead-acid batteries. The Company's four global business groups -- Transportation Americas, Transportation Europe and Rest of World, Industrial Energy Americas and Industrial Energy Europe and Rest of World - provide a comprehensive range of stored electrical energy products and services for industrial and transportation applications.

Transportation markets include original-equipment and aftermarket automotive, heavy-duty truck, agricultural and marine applications, and new technologies for hybrid vehicles and automotive applications. Industrial markets include network power applications such as telecommunications systems, electric utilities, railroads, photovoltaic (solar-power related) and uninterruptible power supply (UPS), and motive-power applications including lift trucks, mining and other commercial vehicles.

Further information about Exide's global operations, including its financial results, are available at www.exide.com.

About Australian Made, Australian Grown:

AMAG is a not-for-profit organisation that raises awareness of genuine Australian goods carrying the green and gold Australian country of origin logo. The AMAG is the most trusted and recognised country of origin symbol for Australia and can now be found on more than 10,000 products sold here and around the world. www.australianmade.com.au