



1908 Colonel Sam Drive  
Oshawa, Ontario  
L1H 8P7

**BULLETIN ACD99-53**

**DATE: March, 1999**

**TO: All ACDelco Distributors**

**SUBJECT: ACDELCO BATTERIES LAST LONGEST!**

The following press release details the results of a new independent battery study:

## **STUDY SHOWS ACDelco BATTERIES LAST LONGEST**

**OSHAWA, Ontario.--** An independent study, the second in two years, has confirmed that ACDelco automotive batteries last longer than their major competitors. **The average life of an ACDelco automotive battery is 30 per cent longer than the average life of competitive batteries, and nearly 11 per cent longer than the average life of the closest competitor, the study said.**

"We've always believed that ACDelco batteries are better than the competition," said Jason Hazelton, product manager for batteries at GM Service Parts Operations (SPO). "This study confirms that."

ACDelco batteries were tested along with batteries from such manufacturers as Exide, GNB, JCI, East Penn and Douglas. The study, covering nearly 2,000 randomly selected batteries, was done by an independent laboratory specializing in electrical and physical testing of lead acid batteries and cells for battery manufacturers, mass merchandisers, transit authorities, auto-parts distributors and auto manufacturers.

This is great information which should be shared with your existing and potential customers.

Thanks for supporting ACDelco Batteries!

**Jason Hazelton  
Product Manager**