

“The ETX battery brand has been a part of our business for many years. We tried another line and it could not compare. We pride ourselves in offering top quality products so we only want to use a Power Sports battery with the Authentic ETX design. They have proven to us that they go well beyond the expectations of traditional motorcycle battery products.” – Rick, Store Owner, Flagstaff, AZ



**LOOK FOR THE SEAL.  
GET THE REAL DEAL.**

**It's Time to Enjoy the Ride.**  
Say goodbye to lengthy installations and unnecessary replacements.  
**Authentic ETX technology. Superior AGM design.**

Whether it's a commute to work or an appointment with a trail in the woods, those who ride to "get away from it all" should be able to do just that. From family time, to break time, to alone time – we all realize that our time is precious. The right product, with a no-hassle, no-compromise design, has the power to protect invaluable time and resources season-after-season.



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# The Great Outdoors is Calling. What's Holding You Back?

## Time. It's of the essence.

Adding acid to batteries is time-consuming and must be done right for it to work properly. Being safe is also extremely important when it comes to handling acid. Even if done in the factory, it's important to be able to trust that it is done in a way that will optimize performance.

## Vibration. Are you ready for a bumpy ride?

Whether it's rough trails or engine vibration, Power Sports vehicles put batteries to the extreme test. This is a major concern for standard flooded or Li-ion offerings. AGM technology, with suspended electrolyte and glass mat cushioned plates, is the best way to protect the vehicle and battery. An ETX battery that's built with a superior maintenance-free AGM design is even better.

## Connections. This could get serious.

Having loose battery connections will lead to serious problems in performance. And a "no-start" situation could leave riders stranded in dangerous situations. Batteries need a terminal design that ensures tight and secure threaded connections and have two options for insertion.

# Authentic ETX – Superior AGM Technology. Trusted Battery Design.

Deka ETX Power Sports batteries are the real deal when it comes to a superior maintenance-free AGM battery design. ETX is an American design that's recognized globally for its proven performance and being the industry leader. In fact, many have tried to imitate the ETX brand, but none have succeeded and here's a few reasons why:

### NO ADDING ACID



**Electrolyte Suspension & Mat Compression**  
AGM performance is highly reliant on proper compression of these soft, highly absorbent mats that enable a non-spillable design. This also helps optimize the flow of power while protecting the components against shock and vibration.

### VIBRATION RESISTANT



**Fortified Internal Components**  
Everything that holds these components together is reinforced with the strongest welds and current conducting parts. These reinforcements withstand extreme Power Sports use.

### SECURE CONNECTIONS



**Molded Top and Side Insert Terminals**  
The leader in this original ETX design, threaded two-way terminals are formed extremely strong and molded around stainless steel threaded inserts to ensure connections stay tight while protecting power and user safety.

# Who's ready to ride? ETX is ready when you are.



Take an Authentic ETX battery out of the box.



Install into your motorcycle, ATV, SXS, personal watercraft or snowmobile.\*



Use the time you saved to get out and ride.

\* It is recommended to check the battery's state-of-charge before installation.



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 **MADE IN USA**  
WITH US AND  
IMPORTED MATERIALS