



--- For immediate release ---

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Concorde Battery Discontinues CB (Dry Charged) Battery Line

WEST COVINA, CA - Concorde's high standards have resulted in sealed lead acid battery technology that provides more efficiency, more power and more convenience than traditional flooded battery technology. This led to an escalating shift in customer's preference for a sealed RG[®] Series battery over the CB flooded battery type. As a result, the decline in flooded battery demand dramatically increased manufacturing costs to produce the CB product line. For years, out of respect to loyal flooded battery customers, Concorde continued to manufacture CB batteries despite decreasing demand and increased costs. As a quality company and after serious consideration, Concorde decided it was in our customer's best interest to discontinue the CB flooded battery line. This decision was based on the proven superior performance of RG[®] Series batteries and not wanting to sell an older technology at increased prices.



Concorde understands there are many lead acid battery options for aircraft owners and numerous factors contribute to battery preference. Important factors for all consumers making any purchase are cost and value. The CB series has long been perceived as less expensive when in fact this is not the case. As the demand for flooded batteries has decreased, several CB products are actually more expensive than the more efficient RG[®] battery counterpart. Additionally, Concorde's recombinant gas (RG[®] Series) sealed battery technology produces a superior performing battery with the advantages of being maintenance free and without the risk of corrosive acid spills or gassing. In a RG[®] Battery more plates are packed tightly into the sealed design which reduces internal resistance and provides greater protection against shock and vibration. The result is longer battery life and significantly more power for faster starts and less stress on the starter.

In 2012, Concorde's Recombinant Gas (RG[®]) Sealed Lead Acid Batteries were chosen by *The Aviation Consumer* as the "Gear of the Year" award winner for Best Aircraft Battery. This endorsement is largely due to the winning results found by *The Aviation Consumer* when they compared Concorde's sealed technology batteries to the competition. These comparisons are well documented in, "[Aircraft Batteries: Concorde Still Excels](#)" published in September 2011. *The Aviation Consumer's* results are an indication of Concorde's diligence in perfecting the RG[®] Series Sealed Lead Acid battery product line and recognizing the importance of providing top rate customer service. More general aviation pilots are now flying with Concorde batteries than any other aircraft battery.

Concorde designs and manufactures over 90 models of Original Equipment and direct replacement batteries for fixed wing and rotary aircraft and has a reputation for designing application specific solutions. Concorde batteries are installed as original Equipment by the majority of aircraft manufactures and adopted by military aircraft operators worldwide.

Manufacturing safe, durable and reliable Military and Commercial TSO, FAA-PMA and OEM certified aircraft batteries for over 30 years.

Crafted for quality in the U.S.A.

ISO 9001 + AS9100

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For more information about this release please contact Customer Service at Concorde Battery. Call 626-813-1234 or email customer-service@concordebattery.com.