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Media Contact:

Kari Garcia
Senior Public Relations Specialist
Trojan Battery Company
562.236.3038
kgarcia@trojanbattery.com

Trojan Battery Names Start Trading Ltd. as Master Distributor for Bulgaria

SANTA FE SPRINGS, Calif., Nov. 13, 2013 -- [Trojan Battery Co.](#), the world's leading manufacturer of deep-cycle batteries, has named [Start Trading Ltd.](#) as a master distributor for Bulgaria. As Trojan's authorized [master distributor](#) in the region, Start Trading is responsible for distributing and servicing Trojan products throughout the country.

"Trojan's partnership with Start Trading supports the company's international expansion strategy to provide customers in the region with a wide range of advanced battery products, outstanding local service and technical support, as well as comprehensive training resources," said Mat Segal, senior vice president of global business development. "By working closely with local distributors such as Start Trading, high-performance Trojan batteries are now widely available to optimize the operation of equipment and applications."

Start Trading is a leading supplier of battery products throughout Bulgaria and offers Trojan's complete line of [deep-cycle flooded](#), [AGM](#) and [gel](#) batteries. The company maintains an extensive stock of Trojan battery models ensuring product availability and rapid delivery to meet immediate customer needs.

"As a Trojan master distributor, Start Trading is eager to expand opportunities to supply advanced Trojan battery technologies to a variety of markets in the country including golf, renewable energy, floor

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C A L I F O R N I A

12380 Clark Street, Santa Fe Springs, CA 90670 | Tel.562.236.3000 | Tel.800.423.6569 | Fax.562.236.3282

G E O R G I A

5174 Minola Drive, Lithonia, GA 30038 | Tel.678.518.7300 | Tel.800.246.2550 | Fax.678.518.7398

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machine, recreation vehicles, marine and aerial work platforms,” said Kalin Peev, sales manager for Start Trading. “Our team looks forward to building on the success of the Trojan brand with current and future customers in Bulgaria.”

About Trojan Battery Company

Trojan Battery Co. is the world’s leading manufacturer of deep-cycle batteries and a battery technology pioneer, having built the first golf car battery in 1952. Trojan batteries provide power for a wide variety of industrial, recreational and auxiliary power applications. The company was founded in 1925 and is ISO 9001:2008 certified with U.S.-based operations in California and Georgia. For more information, please visit Trojan’s website at www.trojanbattery.com.

About Start Trading Ltd.

Founded in 2000, Start Trading Ltd. is the leading supplier of high-quality batteries in Bulgaria. The company provides battery solutions for golf carts, solar systems, caravans/RVs, boats, and industrial equipment. For more information, please visit the company’s website at www.akumulatoribg.net.

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