

Batteries

We offer two Genuine Toyota Batteries that provide the optimum quality/value your customers are looking for.

The TrueStart™ is our premium battery that meets or exceeds Toyota specifications for all vehicles. The TrueStart™ is the only warranty service replacement battery approved for original Toyota battery replacement.

The True-2™ is a value battery line that provides solutions for your more price-conscious customers and is not used for warranty repair.

Important Points to Convey to Your Customers

Many of your customers may mistakenly equate high Cold Cranking Amps (CCAs) with superior quality. What they fail to understand is that high CCAs often mean minimal Reserve Capacity (RC), the ability to hold a charge and provide cranking power time after time. This imbalance between CCAs and RC can negatively affect battery performance and longevity.

It's important to convey to your customers that CCAs compete for space with RC in a battery, and Toyota TrueStart™ batteries provide the optimum combination of the two approved by the Toyota engineers who designed the vehicle.

PRODUCT FEATURES: Genuine Toyota batteries made specifically for Toyota vehicles.

TrueStart: Only OE service warranty replacement battery
84 month warranty
Years 1-2: 100% of parts, service and towing
Years 3-4: 50% of TrueStart MSRP
Years 5-7: 25% of TrueStart MSRP

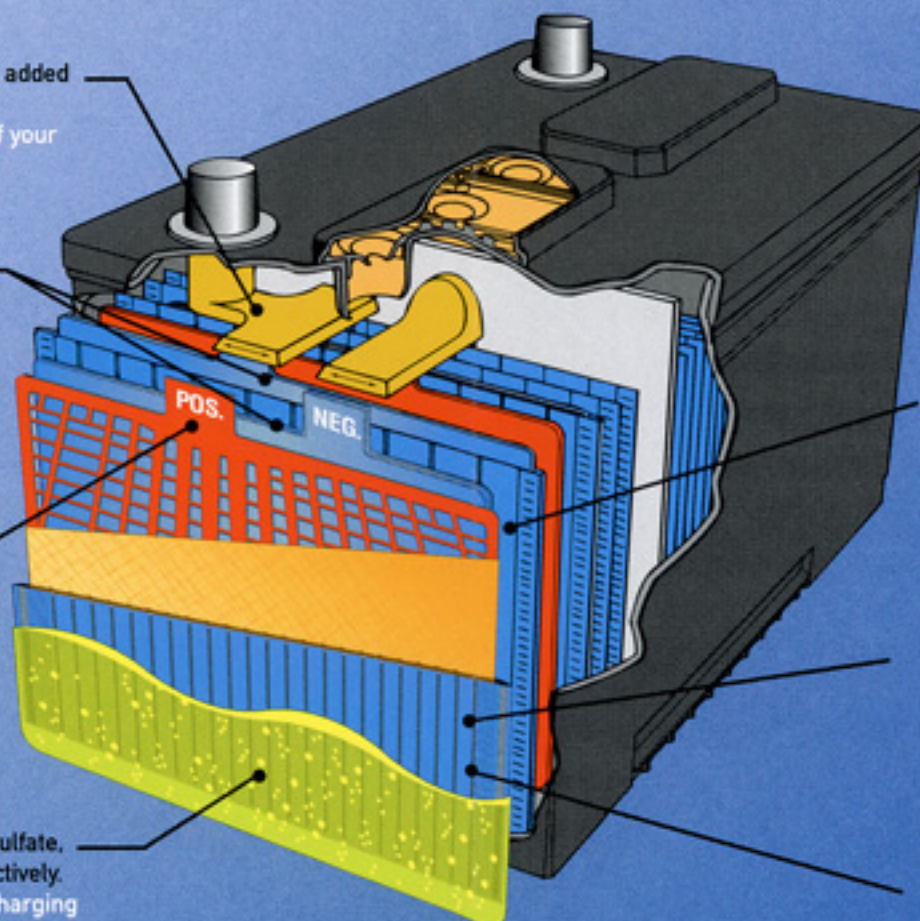
True-2: A Genuine Toyota service replacement battery
60 month warranty
Months 1-18 : 100% of parts
Months 19-38: 50% of True-2 MSRP
Months 39-60: 25% of True-2 MSRP

A PATENTED lead alloy with Selenium added reduces the corrosion of lead parts.
Benefit: This feature extends the life of your TrueStart™ battery.

Improved heavy-duty lugs, on the positive and negative plates allow a greater flow of power.
Benefit: This feature keeps your Toyota and all your accessories running smoothly as you drive worry free.

The positive plate's Advanced Matrix Radial Grids™ are designed to distribute most of the lead at the top where it is needed most.
Benefit: This feature helps your TrueStart™ battery meet today's high starting demands.

A special chemical additive, Sodium Sulfate, helps the battery accept a charge effectively.
Benefit: This feature assists in the recharging of your TrueStart™ battery in the event of a severe discharge.



An element added to the paste, the Negative Plate Paste Expander.
Benefit: This feature reduces damage caused by high under-hood temperature or extreme heat, resulting in greater performance.

The premium rugged separator, made of polyethylene, is designed to take the bumps and grinds of driving.
Benefit: This feature minimizes damage caused by vibration resulting from everyday driving.

PATENTED round corners on the negative plates reduce internal shorts and help prevent tearing of the envelope.
Benefit: This feature helps prevent premature battery failure.