Power and Durability for Today’s High Tech Electrical Systems

Great Selection and Warranty

- Wide array of sizes to fit 94% of all automotive applications, in addition to most marine, commercial and farm/industrial applications
- Tested Tough® PLUS – 84-month limited warranty*, 18-month free replacement
  - Excellent retail replacement battery alternative for the economy-minded customer

Designed and Built to Last

- Designed for long life – each Motorcraft® battery is subjected to numerous tests in the design stage including:
  - Key life test – up to 460 discharge/charge cycles – testing the battery’s ability to accept a charge after being discharged
  - Cold crank test – Motorcraft® batteries are required to meet a higher standard above and beyond those set by the BCI (Battery Council International)
  - Vibration testing – Batteries are subjected to vibrations of up to 4Gs for a specified amount of time and must exhibit no major mechanical failures such as dropped plates or perforation of the separators
  - Tested at hot and cold temperature extremes to ensure performance in all conditions

Motorcraft® batteries are family priced to make it easy!

- Tested Tough® PLUS 84-Month Warranty Series is $99.95 List

*See Dealer for limited warranty details

Robust
- Impact-resistant polypropylene case and heat-sealed cover help prevent leaks
- Special bonding paste helps minimize internal vibration, a leading cause of battery failure

Powerful
- Inter-cell welds reduce resistance for improved cold crank performance
- Optimized grid design maximizes current flow and cranking performance

Long life
- Premium alloy grid helps increase battery life in high heat environments
- Envelope separators help protect plates from direct shorts, improving service life

Motorcraft® is a registered trademark of Ford Motor Company