



POWER AND PERFORMANCE FROM WITHIN

OPTIMA® Batteries' legendary AGM technology meets the power demands of almost any vehicle. Our signature SIX-PACK® design uses the purest materials and advanced cast-on straps, and our SPIRALCELL TECHNOLOGY® makes us the unrivaled leaders in reliability and performance. When you're searching for the ultimate performance battery, look for the colourful tops of the batteries proven to be THE ULTIMATE POWER SOURCE.



99.99% PURE LEAD

Using only pure lead means fewer impurities, which means less internal corrosion and longer life.

MORE POWER

Greater surface area and exclusive direct flow cast-on straps deliver more power, the highest cold cranking amps and unmatched discharge rates.

MORE ENERGY

With high-capacity AGM technology, OPTIMA Batteries keep you going stronger and longer.

VIBRATION RESISTANT

15x more vibration resistant over conventional flooded batteries.

EXTREME WEATHER PERFORMANCE

No matter the forecast, OPTIMA Batteries go to work, starting stronger in extreme cold and lasting longer in intense heat.

DEEPER DEEP CYCLING

OPTIMA Batteries deliver 5x more recharges than a traditional battery to go farther and power more of what you need.

NO-SPILL DESIGN

OPTIMA AGM Batteries hold acid like a sponge, so you can mount in any position and ship anywhere in the world — by land, air or sea.

HASSLE FREE

Pure materials, advanced design and no need to add water ever — make an OPTIMA Battery virtually maintenance-free.

15X MORE
VIBRATION
RESISTANT900 MARINE
CRANKING
AMPS3X WITH UP TO
LONGER
LIFE

SURE-STARTING, DEEP CYCLING AND MAINTENANCE-FREE.

OPTIMA® BLUETOP® SPIRALCELL

With so many accessories to power, today's boats and recreational vehicles need a ton of support. OPTIMA® BLUETOP® is there to meet that need head on. High-performance AGM design gives you up to five times as many recharges as a traditional power source. And, you'll have plenty of juice left over to make sure every little gadget, gizmo and extra piece of gear stays on stronger, longer.

RECOMMENDED APPLICATIONS



FISHING



POWER BOATS

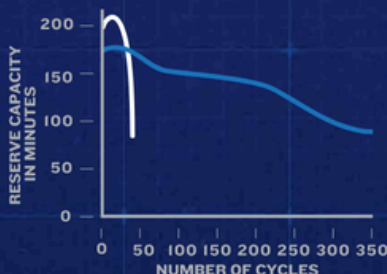


SAILBOATS



RV/MOTORHOMES

OUR CYCLES GO DEEP



OPTIMA®
BLUETOP® GROUP
31 DEEP CYCLE (155
RC / 75 AH / C/20)

TRADITIONAL
GROUP 31 DEEP
CYCLE (105 RC /
98 AH / C/20)

GO-ANYWHERE BATTERY

Creating the perfect away-from-home camping environment involves a lot of equipment and electronics, which can quickly drain a battery. An OPTIMA® BLUETOP® is uniquely fit for the demands of caravanning. It can be an auxiliary power source, and with its cold-cranking amps, you're able to rely on the battery to provide optimal power anytime, anywhere. OPTIMA Batteries can be discharged deeply and repeatedly and can be brought back to full force quickly — ensuring you go farther and get the most out of every trip.

OPTIMA BLUETOP

Choose the OPTIMA BLUETOP, a battery built to go anywhere. It serves as both a starting and deep cycle battery, and is designed to handle the roughest terrains. It's ideal for long trips, multiple stops and staying charged when going off-grid.

KEY BENEFITS:



No-Spill Design:

Mount in any position and go everywhere



Vibration Resistant:

Handles vibrations on-road and off-road



Maintenance-Free:

Hassle-free performance no matter where you go



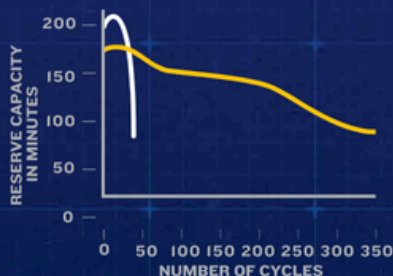
Long-Lasting Power:

Low self-discharge and longer life cycles are ideal for seasonal use

SPIRALCELL
TECHNOLOGY

15X MORE
VIBRATION
RESISTANT**SPILLPROOF
SIX-PACK****3X** WITH UP TO
LONGER
LIFE**RUGGED, RELIABLE AND VIBRATION RESISTANT.****OPTIMA® YELLOWTOP® SPIRALCELL**

The OPTIMA® YELLOWTOP® is the ultimate dual-purpose power source. People used to think you couldn't build a deep cycle battery that also had high cranking power. Not only did we prove them wrong, we've been setting the standard for deep cycle batteries for over 15 years. So you can handle everything from hauling weight to blasting bone-rattling bass.

RECOMMENDED APPLICATIONS**HEAVY MACHINERY****OFF-ROAD/ 4X4****HEAVY- DUTY****EXTREME LOAD-LADEN****DEEPER DEEP CYCLES**

**OPTIMA®
YELLOWTOP®**
GROUP 31 DEEP
CYCLE (155 RC / 75
AH / C/20)

TRADITIONAL
GROUP 31 DEEP
CYCLE (185 RC /
98 AH / C/20)

OFF THE ROAD, ON THE CUTTING EDGE

Being an off-road enthusiast, you're no stranger to dusty, dangerous environments and big-time vibration. Install an OPTIMA® Battery sideways if you like and with the robust casing, this battery can take a beating and never quit. Winches, light kits and other accessories create outrageous demands on your battery. Our battery's high cylinder capacity gets you going and keeps you going whenever you're taking the road less traveled.

OPTIMA YELLOWTOP

For the freedom to build and experiment with your vehicle and play in the dirt in the name of hardcore fun, you need the OPTIMA YELLOWTOP®. Tackle any terrain, and do as you please with THE ULTIMATE POWER SOURCE.

Go with proven resistance to jarring vibration and eliminate plate shedding. An OPTIMA YELLOWTOP® is an excellent choice for long, rough trails and high-vibration terrain.

KEY BENEFITS:**No-Spill Design:**

Mount it anywhere and get to climbing

**Vibration Resistant:**

Stands up to the most intense vibrations

**Maintenance-Free:**

Go where you want and worry less about upkeep

**Long-Lasting Power:**

Low self-discharge and longer life cycles are ideal for intermittent use



TRIED, TESTED & TRUSTED

If you're the type who goes off-road and pushes your vehicle to the limit, you need a battery proven to survive the torture. OPTIMA Batteries start engines fast with a high-cylinder capacity and are designed to take a beating and keep going. Power your winch for as long as it takes to crawl over a boulder, and when you catch air, an OPTIMA Battery can handle the carnage and vibration when you land.

THE RIGHT JUICE FOR ALL YOUR GEAR

If you're an enthusiast of performance cars, tuning, hi-fi audio, in-car entertainment or 4x4 performance, or just like to push your modern car to the limit, you know the importance of high-quality energy. For multipurpose batteries, it's pretty hard to beat what an OPTIMA® Battery offers. The pure ingredients deliver clean, reliable power to keep any modern car energized. Whether you need a reliable burst of ignition or cycling capabilities to power your accessories, OPTIMA Batteries have you covered.

THE POWER TO SAVE LIVES

When saving lives, having batteries flatline isn't an option, so an OPTIMA Battery is an obvious choice. Emergency vehicles rely on additional devices that demand steady power output, and an OPTIMA Battery's deep cycling and cranking ability give peace of mind. Our batteries are maintenance-free and virtually spillproof, so emergency workers can worry less about their batteries and more about saving lives.

RELIABLE ENDURANCE FOR A JOB WELL DONE

In business, moving forward is what matters. An OPTIMA Battery offers a reliable start and lasting cycling power to keep commercial vehicles on the road. Plus, you can focus on the job at hand, with practically maintenance-free batteries. Our batteries stand up to all the bumps in the road, helping provide a smooth delivery and bringing peace of mind to any job.

HEAVY-DUTY POWER FOR HEAVY-DUTY JOBS

The more intense the job, the harder an OPTIMA Battery works and keeping construction equipment running requires a battery proven on the job. OPTIMA Batteries' tough casing withstands intense vibrations and won't stop until you do. Heavy-duty jobs require superior cranking ability and fast recharging — making OPTIMA Batteries the logical choice for a job well done.

OPTIMA YELLOWTOP

Go with proven resistance to jarring vibration and eliminate plate shedding. An OPTIMA YELLOWTOP® is an excellent choice for long, rough trails and high-vibration terrain.

Choose the OPTIMA YELLOWTOP with SPIRALCELL TECHNOLOGY®, a battery made for a direct fit in a Toyota Prius. They feature deep cycle dependability and a longer shelf life thanks to the low self-discharge rate.

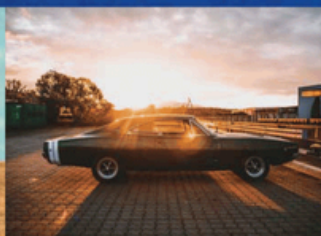
Choose the most dependable dual-purpose power and focus on those who rely on emergency services. An OPTIMA YELLOWTOP® has faster recharging capabilities, providing reliable power for the tools needed to save lives.

Get the OPTIMA YELLOWTOP and get unbeatable vibration resistance for heavy-duty jobs and reliable cranking power for a no-quit performance.

With the OPTIMA YELLOWTOP, you get the energy to keep all kinds of equipment up and running. Reliable starting power helps to keep your business efficient, ensuring the job gets done.

Designed to power modern vehicles and in-car accessories. Push your vehicle to the limits of high-quality performance with the OPTIMA YELLOWTOP®.



15X MORE
VIBRATION
RESISTANT800 COLD
CRANKING
AMPS3X WITH UP TO
LONGER
LIFE

UNPARALLELED STARTING POWER AND PERFORMANCE.

OPTIMA® REDTOP® SPIRALCELL

Those first few seconds during starting are critical. Fail there, and your dreams of racetrack superstardom will splutter to a stop. That's why OPTIMA® REDTOP® was custom designed to deliver the power you need, right when you need it. More power per pound than a traditional battery, REDTOP also gives you a competitive edge on the track, where every ounce counts.

RECOMMENDED APPLICATIONS



HIGH-PERFORMANCE



EXCESSIVE VIBRATION

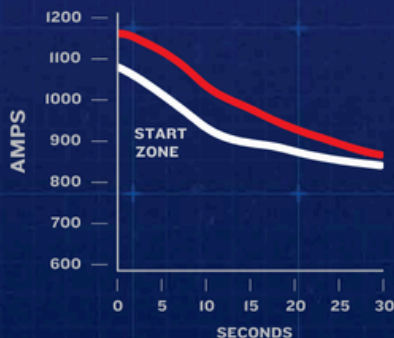


EXTREME HEAT OR COLD



AGRICULTURE

ULTIMATE STARTING POWER



OPTIMA® REDTOP® GROUP 34
800 CCA

TRADITIONAL GROUP 34

CLASSICS NEVER DIE NEITHER SHOULD YOUR BATTERY

Nothing beats the original, just like no power outperforms an OPTIMA® Battery, the original high-performance AGM battery. With an intense burst of ignition power, you get a reliable start every time. Designed to be maintenance-free, so you can focus on other areas of your car. Our batteries are proven to supply consistent power that stands the test of time helping you keep your legacy going.

OPTIMA REDTOP

When you need to bring your vintage car back to life, an OPTIMA REDTOP® is the obvious choice. With unparalleled starting power and unwavering energy distribution, get your classic back on the road in style.

KEY BENEFITS:



No-Spill Design:

Puts your equipment in position for a more reliable output



Vibration Resistant:

Stands up to intense vibrations while in the field



Long-Lasting Power:

Designed to have 3x longer life than conventional batteries



Extreme Weather Performance:

OPTIMA Batteries keep equipment working, regardless of the elements

FULL-FORCE FARMING

A successful harvest in the agricultural business depends on keeping equipment up and running. OPTIMA Batteries offer

more durability to handle the extreme vibrations, making their power vital for the trade. With exceptional starting power and shorter recharge time, our batteries keep all kinds of equipment at work. OPTIMA Batteries' cranking power is tried and true, made to supply the energy needs to keep farmers going all year round.

NEVER STOP STARTING

When the situation requires a generator, it needs to start without fail. OPTIMA Batteries deliver high cranking power that starts and keeps large diesel generators operating.

The OPTIMA® REDTOP® has a higher energy density than conventional batteries, resulting in lower space requirements.

It's maintenance-free, helping reduce the hassle and effort of the generator and operator.

OPTIMA REDTOP

Choose the battery designed to perform through the roughest conditions and harness the energy proven optimal for seasonal use with an OPTIMA REDTOP®.

Get the OPTIMA REDTOP for reliable power that always has your back with lower space requirements and an utterly maintenance-free experience.

