

## Champion Battery Line to go Nationwide

Southfield, MI; January 22, 2018 - Federal-Mogul Motorparts' iconic Champion brand continues its expansion with the introduction of a full line of batteries for commercial vehicles, light vehicles, marine, golf cart, power sport and lawn and garden applications. Initially introduced in the Southern California market as a kick-off to a national campaign, these new products will be available throughout the country in March.

Powered by an innovative positive grid technology, Champion batteries are engineered to optimize the flow of electricity, minimize corrosion and deliver consistent performance over battery life. The Champion battery range includes 180 products across numerous applications. For the automotive market, the line offers coverage for 98 % of vehicles in operation.

"We are excited to be able to offer our batteries to a wide variety of customers in many different industries, as now more automotive and heavy-duty technicians, along with DIYers and those that service boats and neighborhood electric vehicles, can benefit from Champion's long history of quality products to fulfill their battery requirements," said Michael Proud, vice president, marketing, Americas, Federal-Mogul Motorparts.

"Champion has also recently rolled out new products from its expanded product portfolio, including light maintenance products and lifestyle elements, to give consumers a full range of choices for their automotive needs."

In addition to batteries, the Champion product range includes easy to install bridge-style, beam, hybrid, winter and rear wiper blades, oil, air and cabin filters, batteries, premium capsules, HID and sealed beam headlights, LED and incandescent bulbs, and world class replacement spark plugs for automotive, motorsports, small-engine and other applications, all with new award-winning packaging.

News provided by: Federal-Mogul Motorparts; [www.championautoparts.com](http://www.championautoparts.com)