

# SuperCharge Batteries celebrates 25 years in Australia



**F**ROM SMALL BEGINNINGS in 1984 a company that represents one of Australia's premium automotive, marine, industrial and motorcycle battery brands is celebrating its 25th anniversary in this country.

Although SuperCharge Batteries had been sold through distributors prior to 1984, it was that year the company commenced business in Australia in its own right, following the acquisition of a small battery company.

As a wholly owned subsidiary of Ramcar Group of Companies, SuperCharge was committed to the

Australian market. The first Managing appointed at the time to 'make it happen', knew it would be an uphill battle particularly in the early days and here the story of SuperCharge Batteries amazing growth in Australia began.

Ramcar is one of the largest, most fully integrated battery manufacturers in Asia and it brought with it quality batteries that provided real value for its customers. Today the parent company boasts a modern, state-of-the-art manufacturing facility producing more than 600,000 expanded metal calcium-calcium batteries per month. With its own lead recycling plant, tool, die and mould fabrication, plastic injection moulding plus acid production, Ramcar was able to provide the fledgling company with the support it required to establish a progressive and dynamic operation in this country.

Initially SuperCharge Batteries operated from Granville in Sydney's Western suburbs out of a small room with one computer between four staff and employed just two representatives.

A Victorian depot opened soon after in Moorabbin and in 1986 the West Footscray depot was opened making Victoria the first state to have two depots.

Next to be established were Northern Brisbane in 1987, Newcastle 1989, Western Australia 1992 and South Australia / Northern Territory 1994.

Today the company operates from 30 warehouse locations in all states and territories of Australia with a fleet of over 60 vehicles servicing more than 5000 customers nationwide.

Product identity of the SuperCharge battery was clearly defined with the introduction of the all black 'Gold' EXG (Expanded Calcium Grid Technology) battery, new corporate logo and slogan 'More Power - Longer Life'.

The slogan embodies the SuperCharge Batteries superior cranking power and performance leading to the introduction of the first 36-month Full Replacement Warranty for private vehicles in Australia.

The SuperCharge team had been rapidly expanding throughout the country and it was obvious they not only cared about the product but also their customers with a 'Can Do' attitude.

Comments from key customers confirm a company dedicated to service:

**David Stone - Group Network Development Manager, Ateco**

**Automotive** "SuperCharge provides a very fast vendor direct delivery service with personalised service. As an authorised replacement the battery is recognised as absolutely first class. The company also mirrors the 'Can Do' attitude of Ateco."

**John Scott - Scott's Auto One** "We have been selling SuperCharge Batteries for more than 15 years and the vendor refill and stock system is working extremely well for us. We receive a very personalised and professional service

and always receive full support and backing to ensure complete customer satisfaction. The Auto One Group regards SuperCharge as one of the top and most proactive core range suppliers with high levels of customer satisfaction."

**Maurice Sidarous - Eastern's Battery**

"For more than 17 years we have been selling SuperCharge Batteries and it is one of the best companies we could work with. Professional and personalised service comes from all levels and the quality of the product is backed with excellent service levels. I have total trust in the product and believe it is the number one in Australia for quality and performance."

The wide range of batteries currently offered by SuperCharge in Australia includes the truly maintenance free SuperCharge Gold, Classic, SeaMaster and AmpTech deep cycle covering applications as diverse as automotive, DIN Types, truck and light commercial vehicles, tractors, forklifts, farm and industrial applications and motorcycle.

"Today our 1300 BATTERY contact number operates throughout Australia allowing any enquiries to be directed to the nearest authorised dealer or depot," said Managing Director Joe Abela. "Our response to these calls is fast and professional as we know that is what is required and expected by trade and end user customers of a leading battery company. It provides easy access for motorists and a high level of support for our dealers," he said.

"Thanks to millions of Australian motorists SuperCharge Batteries looks forward to the next 25 years, together forging a continuing remarkable success story," said Mr Abela.