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OPTIMA Batteries Pack 'Power Enhancing Technology' into Compact Battery

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Not everyone can run a marathon, bench press 300 pounds and then go 10 brutal rounds with a heavyweight boxing champ, but in the automotive ring, the new OPTIMA (www.optimabatteries.com) YellowTop Group 51 battery does just that.



Now, for those who seek a compact and lightweight power supply, OPTIMA is introducing the D51 and D51R (2.7 liter/B24) YellowTop batteries to fit a large share of the import tuner genre.

"The release of the YellowTop D51 is important to our performance-minded customers," said Steve Kepler, Executive Director for Global Sales and Marketing for OPTIMA Batteries. "It's small package is capable of starting high-performance engines while delivering deep-cycling capabilities to audio enthusiasts and extreme racers."

The core of every OPTIMA Battery is the performance enhancing SPIRALCELL Technology that makes a battery like the YellowTop D51 such a unique player in the battery arena. Traditional flat-plate batteries are heavy and don't provide deep-cycle repetition. What makes SPIRALCELL different is understanding that first, absorbent glass mat (AGM) technology was developed to address the issues that traditional flooded flat plate batteries encountered, like spillage, gassing, short shelf life, failure due to heat and vibration. AGM batteries place an absorbent glass mat between lead plates, essentially immobilizing the acid by holding the fiberglass electrolytes in place.

OPTIMA upped the ante with an advanced battery technology available for performance vehicles with the spiral-wound AGM (SPIRALCELL) which restricts the electrolytes in an absorbent glass mat because they are spiral-wound between high-purity lead grids and placed in the "six-pack." Each of the six cylinders are compressed and locked tightly in place. This results in zero chance for acid spill, even if turned upside down, and zero-tolerance for internal movement making it extremely vibration-resistant. The high-purity lead (99.9%) also makes for a lower rate of corrosion and a life span that is twice that of traditional flat-plate batteries.

When a traditional car battery is used in a deep-cycle application or in a vehicle with heavy accessory loads, like a powerful car audio system or in an application where the battery is frequently discharged, the battery life is shortened proportionally to how deeply and how many times or "cycles" it is discharged. In addition to being leak-proof, 15-times more vibration resistant and maintenance-free, the SPIRALCELL construction also provides a higher level of power output over a longer period of time. The greater starting power and longer deep cycle life give OPTIMA Batteries like the 51 and 51R a distinct advantage in the power-to-weight ratio over flat plate batteries.

By engineering SPIRALCELL Technology into the small-sized Group 51 battery, OPTIMA has opened the door for enthusiasts to take advantage of its dependable power supply and weight savings. The re-introduction of the Group 51 has been greatly anticipated by a large contingent of import and domestic racers and audio tuners thanks to the battery's fit-anywhere style.

The D51 and D51R (2.7 liter) YellowTop battery features the following specifications:

Length: 9-15/16"
 Width: 5-1/16"
 Height: 8-15/16"
 Weight: 26 lbs.
 CCA: 500
 Reserve capacity: 70 minutes

The new Group 51 and 51R batteries add to an already extensive line of OPTIMA Batteries including the Group 35, Group 75/25, Group 34 and Group 31 YellowTop models. With the introduction of the 51, Optima can now fit many tuner cars including the popular Subaru WRX and Mitsubishi EVO as well as domestic sport compacts and import SUVs with a dual purpose YellowTop battery. The Group 51 is also able to fit some of the most popular European vehicles from Audi, Volkswagen, BMW and some Mercedes models.

This new battery is the most compact and lightest of the entire family of OPTIMA Batteries, which includes not only the YellowTop dual-purpose automotive battery, but also the RedTop automotive starting batteries and the BlueTop deep-cycle and starting marine batteries.

The proprietary technology provides the following advantages over traditional lead acid batteries:

- Optimal starting power, regardless of temperature;
- Up to 15 times the vibration resistance;
- Up to twice the cycle life;
- Lower self-discharge (longer shelf/storage life);
- Completely leak-proof, spill-proof, mountable in almost any position;
- Maintenance free; and
- Faster recharging capabilities.

In addition to these benefits, the battery's completely sealed case makes it the only battery in the world approved for air transport by both the United States Department of Transportation (US DOT) and the International Air Transport Association (IATA). Most batteries can be shipped via ground transport only.

The new Group 51 and 51R YellowTop batteries are now available through leading battery distributors throughout the globe. Consumers should look for the unique colored top and six-pack design that OPTIMA is known for throughout the world. For the nearest retailer, consumers can also call 1-888-8OPTIMA (1-888-867-8462) or visit www.optimabatteries.com.