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## PRODUCT SPOTLIGHT

### Product SpotLight: Argus Analyzers launches Battery Bug Never be Stranded by Battery Failure Again

Last year auto clubs received millions of calls nationwide from stranded motorists with battery problems, making battery issues the #1 cause of emergency roadside assistance. The Argus Battery Bug™ monitor uses patented new technology to alert motorists to battery and charging problems BEFORE they are left stranded, empowering them to solve this primary cause of automotive downtime.

"Motorists can now avoid that costly tow or inconvenient battery jump by knowing when to replace their battery BEFORE it leaves them stranded," says Andrew Kallfelz, President of Argus Analyzers.



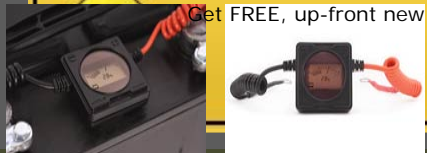
Nearly one in five calls to the major auto clubs are specific requests for battery service. Last year AAA provided battery service to over a million stranded members and 10% of these members purchased a new battery on the spot because their existing battery needed to be replaced. (source: www.aaa.com) By monitoring the cranking ability of the battery at every start, the Battery Bug (part# BB-SBM12) nearly eliminates these 'surprise' dead batteries and greatly reduces a motorist's reliance on emergency assistance.

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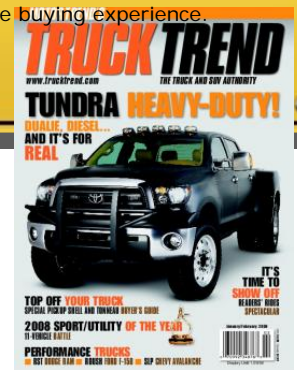
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These proactive alerts afford the car owner adequate time to purchase a new battery or correct automotive charging problems that will eventually cause the battery to fail prematurely. Once informed of a problem, motorists can then install a new battery themselves or take advantage of programs like AAA's Mobile Battery Replacement Program, where a representative will replace the dying battery at the motorist's home or office.

The Battery Bug's visual alerts and audible alarms identify the main causes of battery failure: old age, undercharging, and overcharging. These problems nearly always go undetected by the simple voltage warning lights on the dashboard. "Simple voltage measurements cannot predict a battery's health," says Kallfelz, "The Battery Bug's key difference is that it performs a test during the engine start, while the battery is under a large electrical load."



The Battery Bug installs directly to the battery in minutes using household tools and provides battery performance data including: % battery life remaining, battery voltage, and alternator voltage. The display also shows icons indicating: replace battery, low charge or high charge. At every start the Battery Bug monitors the battery's ability to start the engine and, as the battery's performance drops below an acceptable level, it provides alerts. For cars in storage, the Battery Bug provides alerts for undercharging and overcharging both which will kill a battery prematurely. The water-resistant, 2"x2" Battery Bug is designed to weather the corrosive environment under the hood of a car and will fit any 12-volt starting battery.

The Battery Bug monitor is available online at [www.griotsgarage.com](http://www.griotsgarage.com) and [www.amazon.com](http://www.amazon.com) as well as in retail automotive stores nationwide like O'Reilly Auto Parts at a list price of \$39.95.

Based in Jamestown, Rhode Island, Argus Analyzers [www.argusanalyzers.com](http://www.argusanalyzers.com) offers battery testing and monitoring solutions for multiple markets including handheld testers for professional automotive technicians, Battery Bug monitors in the retail automotive aftermarket, and embedded battery analysis technology for automotive OEM customers. The innovative team is composed of scientists, engineers, manufacturing and marketing professionals with extensive experience in battery and power technology. The Argus line of Battery Bug monitors is now available and shipping in North America, Europe and Asia.

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