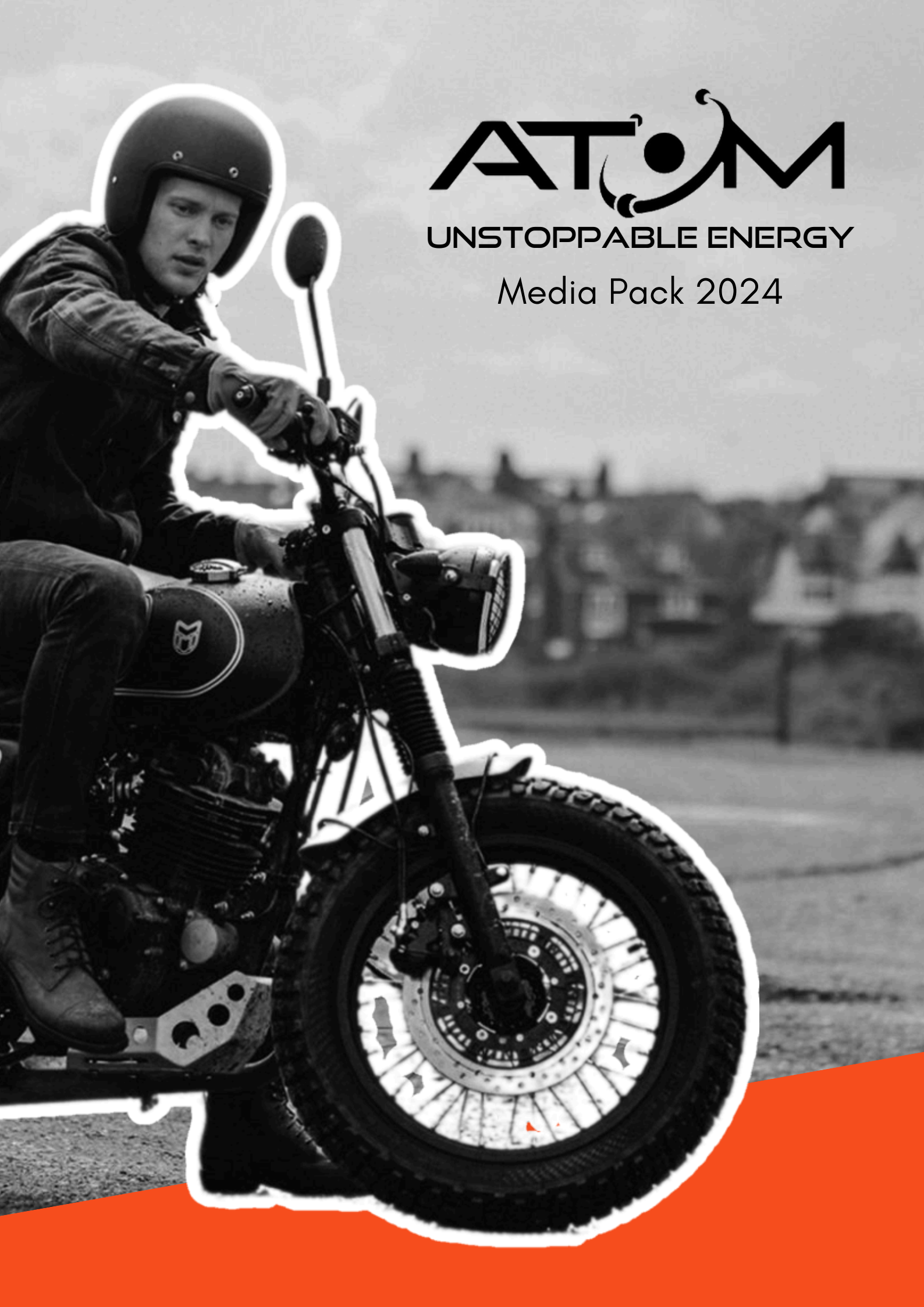

ATOM

UNSTOPPABLE ENERGY

Media Pack 2024

The Journey of Atom

Atom Batteries was created to transform the motorcycle battery market by focusing on both quality and affordability. The team behind Atom, all passionate motorcyclists, wanted to create a reliable power source for serious bikers that wouldn't break the bank.

These bikers wanted batteries which could tackle any environment, from the hottest roads in the Sahara to the coldest tracks in Arctic Circle. They were tired of buying batteries that were either too expensive or of poor quality and didn't last. They wanted to rely on their battery when they were off or on road, a battery that would power their biggest engine and a battery that will fit even the oldest, most unique bike in their collection, and all for an affordable price. They couldn’t find a brand that met all these needs, so they saw a gap in the market and decided to fill it.

From the start, Atom Batteries focused on finding the best manufacturers and materials. They aimed to produce a battery that not only met but exceeded industry standards. Each Atom battery is crafted with precision and rigorously tested to ensure it delivers exceptional performance and durability.

Atom Batteries sought to be up to 50% cheaper than equivalent competition, with up to 50% more power and be as tough and durable as any other battery on the market. All this has been achieved with batteries being low priced as a result of Atom’s commitment to getting the raw material from the source and keeping the supply chain short. With some models with up to 300 Cold Cracking Amps (CCA) and with all their models standing even the hardest test of endurance, Atom has achieved their goals.

The journey began with traditional lead acid batteries. The team sourced reliable and durable materials and the best manufacturers to build their lead acid batteries that offered robust performance at an affordable price. These quickly became popular among motorcyclists for their ease of maintenance and dependability.

Atom wanted to continue to improve functionality, increasing power, capacity and reliability so the next step in innovation was the introduction of gel batteries. Known for their superior deep-cycle capabilities and resistance to vibration, Atom's gel batteries became the go-to choice for long rides and rough terrains. Sealed and maintenance-free, these batteries provided reliable power under all conditions, allowing bikers to focus on their adventures without worrying about their power source.

As the team continued to ride and explore, they recognized the growing demands of high-performance bikes that required high cranking power but combined with light weight materials for race ready performance. This led to sourcing AGM (Absorbent Glass Mat) batteries from equally robust and quality resources. AGM batteries offered higher performance and longer life, excellent starting power, and spill-proof, maintenance-free reliability. These were perfect for riders who demanded the best.

Atom Batteries' commitment to excellence didn't stop with motorcycles. We've expanded our product line to include batteries for cars and lawnmowers, driven by the same principles of quality and affordability.

Why Choose Atom Batteries?

Unmatched Cold Start Performance

Compared to other brands at a similar price point, Atom Batteries excel in cold start performance. With high Cold Cranking Amps (CCA) ratings standard across the product line, some gel models deliver an incredible 300A, while competitors achieve only 150A in equivalent batteries. This ensures reliable starts even in the harshest conditions. Imagine trying to start your bike on a frosty morning - Atom's high CCA guarantees it will fire up without issues. While many competitors struggle in extreme temperatures, malfunctioning at as little as 30°C, Atom Batteries are rated to withstand temperatures from -40°C to 50°C, making them the most dependable choice for challenging environments. High CCA is crucial for older bikes and bikes that have been standing unused for a long time.

Industry-Leading Capacity

Atom Batteries set the standard for capacity, offering up to 30Ah, almost double that of most other brands with similar specifications. This ensures your motorcycle has the power it needs for every ride. Unlike many competitors, Atom's commitment to quality guarantees consistent performance and long-lasting durability. For example, on a long ride through remote areas, having a battery with higher capacity can prevent unexpected breakdowns, ensuring safety and reliability. Adequate capacity guarantees your battery can support all electrical components during long rides, which is essential, especially when you're far from home or on a remote trail.

Advanced Technology and Materials

Atom Batteries utilize 99.994% pure lead ingot internals and super durable ABS casings, which are more advanced than the recycled 70% purity materials used by many other brands. This high purity results in better conductivity, enhanced safety, and a longer lifespan, providing riders with a product they can trust under all conditions. For instance, a higher purity lead ensures the battery performs reliably in extreme weather, whether you're riding through winter snow or summer heat. This means you can count on your battery to work in a variety of real-world conditions, offering consistent performance and long-lasting durability.

Competitive Pricing

Despite their superior quality, Atom Batteries offer exceptional value. While other brands might charge a premium for high performance, Atom Batteries deliver top-tier features and reliability at an affordable price. For example, an Atom battery priced at £35.99 rivals competitors' batteries priced at £74.99 or more. This makes Atom the smart choice for riders who want the best performance without breaking the bank. Balancing performance and cost is vital for making high-quality batteries accessible. With Atom, you get top-notch performance without overspending, making it easier to maintain your bike and invest in other essential gear.

Gel Batteries in brief

Composition:

GEL batteries contain a mix of sulfuric acid and fumed silica, creating a gel-like substance that remains immobile.

Strengths:

Slow Discharge Applications: GEL batteries are better suited for slow discharge applications.

Warm Climates:

GEL batteries thrive in warmer climates.
Steady Power Delivery: They provide steady power delivery.
Vibration Resilience: GEL batteries are resilient to vibration.

Opt for GEL Batteries if you require:

- Slow discharge capabilities (can be stored longer)
- Reliable performance in warm climates.

Similarities:

- Both AGM and GEL batteries have a sealed design and are regulated by a series of valves to prevent leakage.
- The pressure valves in both battery types retain toxic gases when they are flooded.
- Both are resistant to vibration (AGM moreso)

Why use Atom Gel Batteries?

When it comes to motorcycle batteries, gel technology stands out for its robust performance and enhanced safety features. Let's explore what makes Atom gel batteries an excellent choice for riders.

Atom gel batteries use a silica-type gel to suspend the battery acid. This gel-like substance immobilizes the electrolyte, eliminating the risk of leaks and spillage. This unique composition provides several advantages over traditional batteries, making Atom gel batteries particularly suitable for motorcycles.

One of the key strengths of Atom gel batteries is their deep discharge capability. This makes them perfect for motorcycles that require a steady power supply over long periods. Additionally, Atom gel batteries are highly resistant to vibrations, making rocky adventures worry free. This resistance ensures that the battery components remain intact and functional, providing reliable performance even in rough riding conditions. Riders will also appreciate the maintenance-free nature of Atom gel batteries, which do not require regular topping up of electrolyte, making them a hassle-free option for long-term use.

Furthermore, Atom gel batteries excel in extreme temperatures. Their robust construction and stable electrolyte allow them to perform efficiently in both hot and cold climates, ensuring reliable starts and consistent power delivery no matter the weather.

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COMPARISON CHART

Feature/Specification	Atom YB14-A2	Intact GT14B-4	Fulbat FHD14HL-BS	BS BTZ10S
Voltage	12V	12V	12V	12V
Capacity	14 Ah	12 Ah	10 Ah	8.6 Ah
CCA (Cold Cranking Amps)	170	190	160	190
Dimensions (L x W x H)	130mm x 93mm x 163mm	150mm x 69mm x 145mm	150mm x 87mm x 145mm	150mm x 87mm x 93mm
Weight	4.5 kg	4 kg	4.6 kg	3.2 kg
Technology	Gel	Gel	Gel	AGM
Warranty	12 months	12 months	6 months	12 months
PRICE DELIVERED	£44.99	£64.99	£51.33	£49.99

Key Specifications (Example: Atom YB14-A2)

- Voltage: 12V
- Capacity: 14 Ah
- Cold Cranking Amps (CCA): 230
- Dimensions: 130mm x 93mm x 163mm
- Weight: 4.5 kg
- Technology: Gel
- Warranty: 12 months

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Which battery?

AGM

- Maintenance-Free
- High Performance
- Leak-Proof
- Vibration-Resistant
- Long Lifespan
- Low Self-Discharge

Gel

- Maintenance-Free
- Spill-Proof
- Long Lifespan
- Vibration Resistant
- Low Self-Discharge
- Stable in Extreme Temperatures

Lead Acid

- Lower Cost
- Simple Design
- Ease of Recycling
- Reliable Performance
- Good Cranking Power

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Gel Tech Specs

Gel Technology:

Utilizes advanced gel technology, where the electrolyte is suspended in a silica gel, preventing leaks and spills. Ideal for motorcycles requiring consistent power over long periods and in extreme weather conditions. Stable and maintenance-free operation, requiring no electrolyte topping.

Raw Materials:

Uses high-purity lead, essential for optimal battery performance and longevity. Battery shell made of robust ABS plastic, providing higher impact strength and abrasion resistance, ideal for withstanding motorcycle vibrations. Cheaper alternatives may use recycled lead, which can significantly reduce performance and lifespan.

Production Process:

High-purity lead ingots are processed into plates and assembled in our specialized factory. Rigorous quality control from raw materials to finished products ensures reliability and performance. Fully automated production line minimizes defects and incorporates the latest technology for efficient current flow.

Battery Performance:

Available in standard and high-performance capacities to meet diverse customer needs. Cold Cranking Amps (CCA) tested in the lab at -18°C to guarantee reliable starts in cold conditions. Battery weight should not be used as an indicator of quality; some batteries may have added substances to increase weight without enhancing performance.

Cycle Life:

High standards in materials, production, and quality control ensure a long lifespan. Motorcycle batteries recharge through the generator during use, requiring no additional charging. For sealed, maintenance-free gel batteries, recharge every 3 months for 3-4 hours if not in use to maintain optimal power.

Pros of Gel Batteries

- Zero Maintenance: Gel batteries are fully sealed and do not require electrolyte top-offs, allowing for flexible mounting options and reducing maintenance tasks.
- Safety: The sealed design of gel batteries prevents the release of dangerous fumes and caustic acid spills, making them safer than traditional flooded batteries.
- Spill Resistance: Gel batteries can be installed in various orientations without the risk of spills, offering greater installation flexibility.
- Deep Discharge Capability: Gel batteries excel in providing a consistent power supply over long periods, making them ideal for motorcycles and applications requiring steady performance.
- Vibration Resistance: The gel composition protects internal components from vibrations and impacts, making gel batteries durable and suitable for motorcycles and off-road vehicles.
- Stable Performance in Extreme Temperatures: Gel batteries perform reliably in both hot and cold climates, ensuring consistent power delivery regardless of weather conditions.
- Longer Lifespan: Gel batteries typically have a longer lifespan than flooded batteries, often lasting three years or more under similar usage conditions.

ATOM BATTERY LINKS

WEBSITE

YOUTUBE

REVIEWS

SOCIALS

Atom Batteries
Sinnis House
Ocean View Park
Southwick, BN41 1PL

★★★★★

"THE ATOM BATTERY IS THE BEST QUALITY AND MOST AFFORDABLE FOR MY YAMAHA YZF125.

I'VE HAD IT TWO YEARS AND IT STARTS ON THE BUTTON EVERY TIME, YOU CAN FEEL THE POWER OF IT!

FANTASTIC BATTERIES."

-KARL M

★★★★★

ATOM MOTORCYCLE BATTERIES ARE INCREDIBLY RELIABLE AND DURABLE. DURING A RECENT TRIP TO SCOTLAND, THE TEMPERATURES DROPPED BELOW FREEZING, AND MY FIREBLADE STARTED WITHOUT A HITCH. AFFORDABLE AND HIGH-QUALITY, THIS BATTERY WAS A GREAT CHOICE!

-SCOTT A

★★★★★

I AM IMPRESSED WITH ATOM MOTORCYCLE BATTERIES! THEY OFFER GREAT PERFORMANCE AND LONG-LASTING POWER. I USED AN ATOM BATTERY ON A CROSS-COUNTRY RIDE, AND IT POWERED MY BIKE RELIABLY FOR THE ENTIRE TRIP. PLUS, THEY ARE REASONABLY PRICED.

-DALTON W

★★★★★

"AFTER TRYING SEVERAL BRANDS, ATOM MOTORCYCLE BATTERIES STAND OUT FOR THEIR EXCELLENT QUALITY AND VALUE

THEY PROVIDE CONSISTENT POWER AND RELIABILITY. TRULY THE BEST OPTION FOR MOTORCYCLE ENTHUSIASTS!"

-HELEN F