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Flat or faulty batteries can now be tested in just minutes.

Battery testing just became more profitable...

Century, Australia's most recognised automotive battery brand, has launched a new generation of battery analyser equipment which can test a vehicle's battery in less than four minutes. It could also improve the way battery resellers do business.

Exclusive to Century, the new Battery Analyser incorporates state-of-the-art pulsed impedance testing technology, giving resellers the opportunity to increase revenue by quickly determining exactly how much life is left in a battery and providing a printed report to customers on the spot.

Customers can be informed immediately of what is needed, giving resellers the opportunity to sell more batteries and battery accessories.

Unlike conventional battery testers, the Century Battery Analyser greatly reduces the time involved in battery testing by eliminating the need to "charge and re-test". This is a far cry from conventional procedures, which may have involved the complete removal of the battery before testing or an overnight re-charge followed by another test.

Furthermore, the Analyser can be used to identify misdiagnosed battery faults and reduce the incidence of invalid warranty claims. Batteries can be tested either in the vehicle or disconnected on a bench top.

The ability to analyse even dead batteries is a key feature of the new "3rd generation" of battery analyser equipment. Previous "generations" of battery testers required that the battery's state of charge be established prior to testing using a hydrometer. If the state of charge was insufficient, the battery may have required recharging – a time consuming process.



Press Release

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Originally developed in Australia by the CSIRO in conjunction with private enterprise, the Battery Analyser can monitor the battery's condition and charge acceptance simultaneously, a feature completely unique to the market.

The Analyser provides a conclusive result by conducting a "dynamic" test, where a charge current is introduced to the battery during testing. This means a battery can be tested extremely quickly, regardless of its state of charge, even if it has been removed from the vehicle. The Analyser can also provide a detailed sulphated battery diagnostic.

A Century spokesperson said the new Battery Analyser could revolutionise the way resellers tailor their "free battery test" offer.

"Not only will the Century Battery Analyser reduce the time involved in testing to just a few minutes, but it will also mean resellers have the opportunity to make more profit by selling more batteries," the spokesperson said.

"The advantage of the Analyser is that customers can be shown reassuring proof of the state of their car's battery on the spot. If the battery's life is near its end, this is clearly and quickly shown on screen or on a print-out obtained by linking the Analyser to a computer or portable printer. Gone are the days of overnight testing."

With speed of testing comes improved customer turnover. The new Battery Analyser can test many more batteries within the same time as conventional testers.

"Suddenly the 'free battery test' offer has improved customer service and increased its potential for battery product sales. The Century Battery Analyser is a quick, accurate and versatile tool for resellers to increase business," said the spokesperson.

Other features built in to the Battery Analyser include:

- Fuel injector tester
- Current (Amps) probe
- Pulse width and duty cycle measurement
- DC current measurement
- AC voltage measurement
- DC voltage measurement
- Resistance measurement
- Diode measurement
- RPM and Dwell meter
- Temperature probe (thermometer)

To see a demonstration of how the Century Battery Analyser can save time and increase sales, please call your Century representative on 1300 362 287.



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