

**For Immediate Release:**

## **Battle Born Batteries Launches the Heated 100Ah 12V Battery, the BB10012H**

Sparks, Nevada (November 12, 2020) - Coinciding with the upcoming winter season, Battle Born Batteries is launching its new heat integrated 100Ah 12V battery, the BB10012H. It's the same great battery you know and love, we just turned up the heat.

Our team has worked hard to integrate a heated solution to our flagship model, the BB10012, so users can go on any cold weather adventure without experiencing battery anxiety. Our technology provides a solution to the Battery Management System's cold temperature charge and discharge restrictions by incorporating a low draw, internal heating system.

Considered to be the pinnacle of quality and safety at an unbeatable price point, the BB10012H's are built to last 10 to 15 years and are backed by our 10-year warranty. Our LiFePO4 technology packs double the power in the same physical space as a lead acid battery.

Along with the rest of our battery lineup, the 12 volt, 100 amp hour deep cycle LiFePO4 battery is capable of being discharged to 100% of its rated capacity every time. It can also be charged 5 times faster than the standard lead acid battery.

Our BB10012H battery has the capability to be stored in sub-freezing temperatures, the battery just needs to be charged to at least 50% and have the heater component disabled.

Some of our brand partners that have utilized these batteries in their rigs include Chad DeRosa of Living The Van Life, Kelly Lund, and Clay Croft of Expedition Overland.

The batteries will launch on November 12, 2020 at 9 am PST. For more information on how to purchase a BB10012H, visit our store here: <https://battlebornbatteries.com/product-category/heat-battery-kits/>

Please refer to the BB10012H cutsheet and manual under our product documents tab for additional information.



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