

The SHIDO logo is located in the top left corner. It consists of a red square with a white triangle pointing towards the bottom right, followed by the word "SHIDO" in a bold, white, sans-serif font. A registered trademark symbol (®) is positioned to the right of the word. The background of the entire advertisement is a close-up, high-angle photograph of a motorcycle engine, showing various components like the cylinder head, carburetor, and a black plastic battery cover with the SHIDO logo on it. The image is split diagonally from the top left to the bottom right, with the top-left portion being black and the bottom-right portion being a dark grey with a white grid pattern.

SHIDO®

SHIDO HP BATTERY

HP HIGH PERFORMANCE





HP HIGH PERFORMANCE

The black Lithium Motorcycle High Performance (HP) Battery has much higher capacity and cranking power for the same dimensions as the standard Lithium-ion range. This starting power delivers a powerful and quick start of the engine.

MOST IMPORTANT USP'S

- Unique Motorcycle Battery.
- Quicker (cold) starts.
- More “peace of mind”: extra consumers on your motorcycle will not drain the battery quickly.
- New appealing distinctive look.



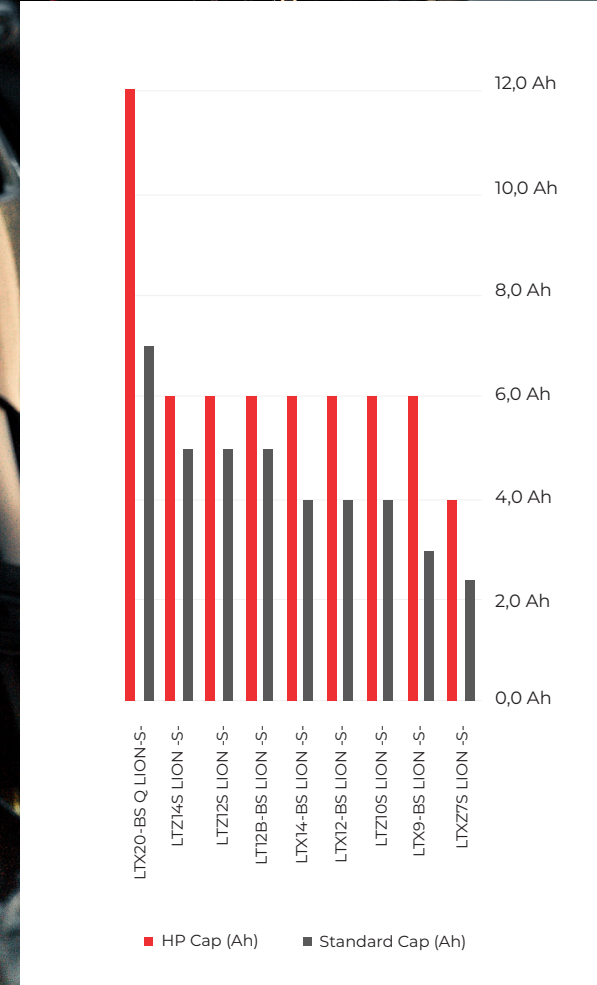
Up to 166% Higher Start Capacity
2000+ Charging cycles
65% Lighter than Lead-Acid batteries
6 Minutes charging capability



With the High Performance battery series, SHIDO wants to offer the most powerful MC Lithium start batteries on the market. No other brand offers an equal capacity for the below dimensions.

SHIDO HP BATTERY DATA

SHIDO LION Item	LION Approx. Weight (KG)	LION Battery CA	HP Cap (Ah)	LION Energy (Wh)	Dimensions		
					L	W	H
LTZ10S HP LION -S-	1,1	360	6,0	72	150	87	93
LTZ7S HP LION -S-	0,62	180	4,0	48	113	69	105
LTX12 HP LION -S-	1,16	360	6,0	72	150	87	130
LTX14 HP LION -S-	1,18	360	6,0	72	150	87	145
LTX9 HP LION -S-	1,12	360	6,0	72	150	87	105
LT12B HP LION -S-	1,23	420	6,0	72	150	65	130
LTZ12S HP LION -S-	1,1	360	6,0	72	150	87	110
LTZ14S HP LION -S-	1,1	360	6,0	72	150	87	110
LTX20 Q HP LION -S-	1,92	720	12,0	144	175	87	155



SHIDO HP VS. SHIDO STANDARD



TARGET CUSTOMERS

- 1 Customers who are looking for the **lightest battery** with the **capacity of a Lead Acid battery**, and the cranking power that exceeds OE lithium batteries specifications.

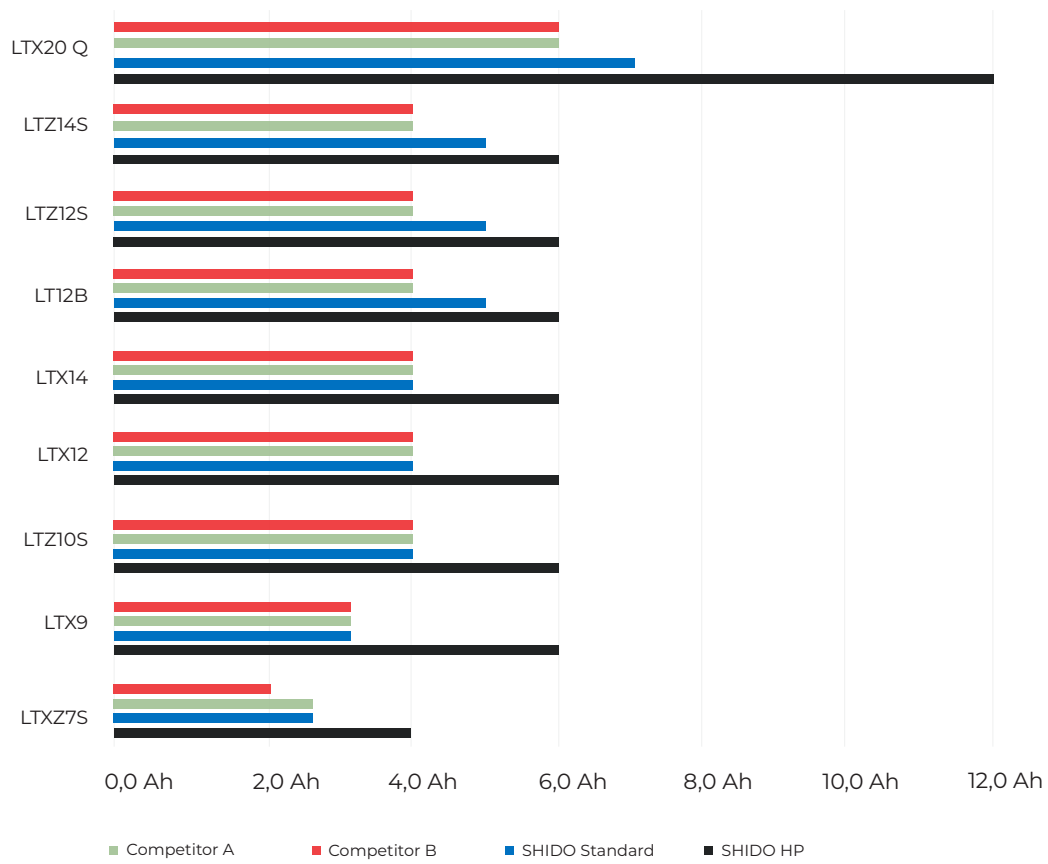
For example motorcycles that comes standard with a Lithium battery that get drained too easy because the motorcycle has extra consumers like an alarm.

- 2 Customers with a sports bike looking for the lightest battery with **loads of cranking power** for instants starts.





BENCHMARK WITH COMPETITORS





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