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'BATTERY BUG' NOW AVAILABLE FOR MOTORCYCLE BATTERIES

Simple device warns of impending failure BEFORE a dead battery leaves rider stranded

April 14, 2009 - Motorcycle batteries get abused. There's no way around it. Seasonal use, combined with a random assortment of chargers and voltage maintainers cause motorcycle batteries to fail much quicker than an automobile starting battery. The Battery Bug™ monitor will help prevent premature motorcycle battery aging and, using patented new technology, will alert riders to battery problems BEFORE they are left stranded.

"Riders can now avoid that inconvenient battery failure by knowing when to replace the battery BEFORE it leaves them stranded," says Andrew Kallfelz, President of Argus Analyzers. "Battery Bug tracks battery life - from 100% to 0% - so you know exactly the health of your battery."

In addition to proactive battery life information, the Battery Bug watches charging voltage and alerts the user to both low voltage and high voltage charging problems which have a very real affect on the life of a battery. Chronic undercharging is the quickest way to battery failure. The Battery Bug has audible alarms and visible display icons indicating an undercharged battery and prompts the user to charge the battery.

The Battery Bug installs directly to the battery in minutes using household tools and provides battery performance data including: % battery life remaining, lost capacity, battery voltage, and charging voltage. The remote display can be mounted up to six feet from the battery and shows overall battery health using icons indicating: replace battery, low charge or high charge. At every engine start the Battery Bug monitors the ability of the battery to start the engine and, as the battery's performance drops below an acceptable level, it provides audible and visual alerts.

By monitoring the cranking ability of the battery at every start, the Battery Bug nearly eliminates 'surprise' dead batteries. The proactive alerts afford the rider adequate time to purchase a new battery or correct the charging problems that will eventually cause the battery to fail prematurely.

The Battery Bug monitor for motorcycle batteries (part#BB-SBM12-PS) is available online from BESA buying group members @ www.besabattery.com and www.batterybug.com as well as at power sports retailers nationwide at an MSRP of \$49.95.

Based in Jamestown, Rhode Island, Argus Analyzers www.argusanalyzers.com develops and markets battery testing and monitoring solutions for the automotive, marine, and industrial markets.