



# GET CTEK READY!

BOOST SALES, CUSTOMER SATISFACTION, AND MORE!

*CTEK Ready is a game-changer for your shop or dealership, designed to increase your profits and enhance your customers' experience.*

## **WHY CHARGE?**

With the increased number of electronic components in modern vehicles, a lot of strain is put on the battery. Regularly charging the vehicle battery has become essential to make it work properly and last longer. In fact – research shows that regularly charging your vehicle battery with a smart battery charger significantly reduces the risk of a battery breakdown and prolongs the lifespan of the battery, compared to only recharging with the alternator.

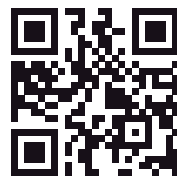
## **WHY CTEK READY?**

Embracing the CTEK Ready concept can have a significant positive impact on your shop's operations, sales and customer relationships. Here are some of the benefits:

- Elevate Customer Experience:
  - Provide a hassle-free charging solution to your customers, making their lives easier and ensuring their batteries are always ready to go.
- Increase Sales and Profit:
  - Sell more battery chargers with every vehicle purchase, increasing your bottom line.
- Reduce Warranty Claims:
  - Improved battery health means fewer warranty claims, saving you money and boosting your reputation.
- Competitive Edge:
  - Stand out from the competition by offering a proactive solution that keeps your customers' vehicles in peak condition.
- Simplify Showroom Maintenance:
  - Easy and quick connection to the vehicle battery simplifies charging, helping you keep the battery in perfect condition on showroom vehicles.

By installing CTEK's CONNECT EYELETS and highlighting it with a CTEK Ready sticker, you can:

- Increase sales of battery chargers
- Reduce battery warranty claims



FOR MORE INFO

Please note that the contents of this package are not for individual sale. Instead, they serve as a powerful tool for shops and dealers to enhance their offerings and increase sales of CTEK battery chargers. By installing the CONNECT EYELETS, you're providing a valuable solution that makes the charging process seamless for your customers. Thank you for making your vehicles CTEK Ready and for your continued support!

# CTEK

## HOW DOES CTEK READY WORK?



### **STEP 1 - Install the CONNECT EYELET**

The majority of motorcycle and powersport batteries are difficult to access, as seats or panels need to be removed to gain access to the battery. With CTEK Ready, the CONNECT EYELET can be fitted just the once, so that any future owner of the vehicle can charge their battery trouble free.

Simply connect the red lead of the CONNECT EYELET to the positive pole of the battery and the black lead to a suitable vehicle earth or ground point. The CONNECT EYELET can then be secured to a discreet but accessible location.



### **STEP 2 - Place the sticker**

Place the sticker in a visible position close to the CONNECT EYELET. Popular placements on motorcycles and powersport vehicles are on the side panel, tank or frame.



### **STEP 3 - Inform your customer**

By highlighting the need of charging when selling the vehicle and adding a CTEK charger to the vehicle offer, you can both help your customer take better care of their vehicle battery and increase your sales of battery chargers.

Our research shows that 60% of vehicle sales result in an add-on sale of a CTEK battery charger, when the vehicle has been made CTEK Ready and the charger has been included in the vehicle offer.