

PriorityStart!®

INFO



Product Information on *Marine PriorityStart!*[®] Automatic Battery Power Protector

Don't let Radios, Running Lights, Depth Finders, ANY Electrical Accessories, or Short Circuits cause a DEAD BATTERY. . .

+ *Marine PriorityStart!* — specially designed for marine applications — is an automatic, heavy-duty, computerized on/off switching system, protecting battery voltage and starting power. If battery voltage drains below 11.9 volts when engine is **OFF**, it *automatically* disconnects the load. Battery voltage and starting power immediately recover. *Automatically* reconnects when the ignition key, running lights, or other electrical device is turned on.

NOT a battery charger or booster that would be used after the battery has already been damaged.

Marine PriorityStart! operates only when needed, providing **AUTOMATIC** starting protection.

+ By installing *Marine PriorityStart!*, boat owners protect their valuable time and investment.

Tested & Certified to USCG, SAE J1171, CE, E marking and ISO 8846 standards.

FACT:

Dead batteries mean unnecessary exposure to dangerous situations, potential damage to the boat's electrical system, and permanent damage to the existing battery.

QUESTION:

How many boat owners would enjoy the added safety and peace of mind:

- When running accessories while the engine is off?
- By avoiding the anxiety and wasted time caused by a dead battery?
- Knowing they're protected from the danger that loss of electrical power creates?
- By not having to lift cowling or attach dangerous jumper cables?
- Knowing their leisure time won't be ruined by this persistent, yet, preventable hazard?

CONSIDER:

1st time battery goes dead it loses ½ its service life.

+ *PriorityStart!* (vehicle configuration) has been in the market 8 years. *Marine PriorityStart!* has been in the market 4 years and is currently being used by owners of Recreational Boats • Smaller Sporting Boats • Fishing Boats • Aux. Engines in Sailboats. . .

Fits standard or wing-nut post batteries.

Thank you for your interest,

TEAM *PriorityStart!*

**Pays For Itself
First Time Used**

STOPS DEAD BATTERIES

PriorityStart![®]

Starting is the Priority!



PriorityStart! WORKS FOR YOU

● **PriorityStart!** is an automatic heavy duty computerized on/off switching system protecting battery voltage and starting power. If battery voltage drains below 11.9 volts when engine is off, it *automatically* disconnects the load. The battery voltage immediately recovers. TO START: just step on the brake pedal, starting power is *automatically* reconnected. Designed to handle 1000 starting amps. **PriorityStart!** is **not** a battery charger or booster that is used after the battery has already been damaged.

● No waiting for emergency trucks, or calls for help. Stay safely inside your vehicle. No lifting hood or attaching dangerous jumper cables. No buttons or switches to push. Pays for itself 1st time it saves you, ready to protect every time you need it.

● Using portable battery chargers/boosters, dangerous jumper cables, or calling a tow truck means you have already had a dead battery and done irreparable damage to your battery. (First time battery goes dead it loses 1/2 its service life)

● No hard wiring or modifications. Transferable. Certified to USCG, SAE J1171, CE, E marking, and ISO 8846 standards. Maintenance free.

● **TOTALLY AUTOMATIC!** Always on Duty – Always Remembers – Providing you Safety and Peace of Mind.

VEHICLE APPLICATIONS

PriorityStart! works with 12 volt top and side-post storage batteries.

Perfect for:

Cars	Mobility Vehicles
Recreational Vehicles	Light Trucks
Van Conversions	Fleet Vehicles
Construction Vehicles	Motor Homes
Off Road Vehicles	Fork Lifts
Farm Vehicles	Industrial Vehicles

Also available in Marine, Pro-Series, Mobility, and 24 Volt

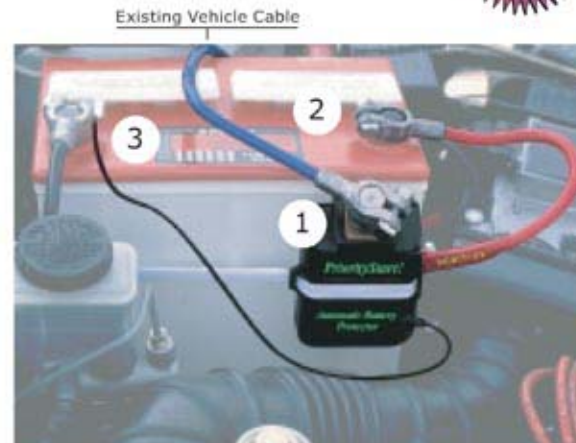
EASY TO ATTACH

PriorityStart! attaches easily to any 12 volt top or side-post vehicle battery. No modifications are necessary.

Three Easy Connections:

- 1 Existing vehicle positive cable to **PriorityStart!**
- 2 **PriorityStart!** cable to battery positive post
- 3 Attach ground wire to battery negative post

NO HARD WIRING REQUIRED



Universal Design Fits Top & Side-Post Batteries

PriorityStart! BENEFITS

- Automatic Battery Reconnect – Convenient, Safe
- Easy to Attach – 3 Connections
- Maximizes Battery Life – Maintenance Free
- Handles 1,000 Starting Amps
- Designed for Under-hood Environment
- Engine Run & Hazard Light Protection
- Transferable From Vehicle to Vehicle
- Universal Design Fits Both Top & Side-Post Batteries
- Ability to Use Accessories When Engine is Off
- Ecologically Friendly: Reduces Number of Batteries Discarded Into the Environment

COST SAVINGS

- Pays for itself the first time you use it; ready to protect every time you need it
- Prevents lost wages and vehicle downtime
- Saves cost of new battery
- Protects expensive vehicle electrical parts
- Protects from voltage spikes or surges

PriorityStart! Can Be Used On Your Existing Battery Or With a New Battery

QUALITY PRODUCT

- Meets automotive specifications
- Assembled with materials suited for under-hood environment
- One year warranty
- When engine or hazard lights are operating—patented circuitry prevents battery power from being switched off

PriorityStart![®]

**Automatic Battery Protection
—When You Need It**

QUESTIONS & ANSWERS

Q How does *PriorityStart!* protect my boat battery?

A *PriorityStart!* prevents the battery from deep discharging by disconnecting it at a factory preset level. Battery voltage recovers, maintaining sufficient starting power. Simply turn the ignition key or operate the running lights — the battery is *automatically* reconnected.

Q Does *PriorityStart!* operate each time the boat is started?

A No. It operates only when needed to prevent deep discharge of the battery.

Q Can't I just buy a new battery?

A Yes, but availability can be a factor. Also, even new batteries can unexpectedly discharge their load or drain below necessary starting voltage by an electrical device left on, short circuit, etc. *PriorityStart!* addresses the larger problem, providing necessary battery protection, safety, and convenience.

Q Will *PriorityStart!* fit the battery in my boat?

A *PriorityStart!* fits the majority of standard 12 volt marine batteries, standard or wing-nut post. Simple installation — only three (3) connections. (24 volt unit available; call for questions regarding multiple batteries)

Q Once *PriorityStart!* is installed is there anything I need to do to make it operate?

A No, *PriorityStart!* is totally automatic.

Q Can I transfer my *PriorityStart!* to another boat or new battery?

A Yes, it can be easily transferred.

Q How does *PriorityStart!* protect a running engine from disconnecting?

A *PriorityStart!* has patented circuitry that detects the electronic "noise" from a running engine and prevents battery disconnection.

Q Does *PriorityStart!* prevent all dead batteries?

A No. A battery can go dead from abuse or aging. However, *PriorityStart!* will maximize the life of your battery. Consider, one deep discharge (which *PriorityStart!* prevents) reduces a battery's life by 30-40%.

When You Own *PriorityStart!*[®] You Won't Need These

Emergency
Assistance



Towing Service

Jumper Cables,
Charger/Booster



Marine *PriorityStart!*[®] Starting is the Priority!



A Boat That Won't
Start is More Than an
Inconvenience. . . .

Check out the collection of marine electronics & navigation we offer.