

Welcome to the first edition of *inCharge*. We hope that you will find our quarterly newsletter to be informative, insightful and entertaining. Let us know what YOU want to read about, and we will do our best to make it happen.

Are you connected?



Have you seen Bitrode's new website? Designed with customers' interests in mind, the new bitrode.com includes a spacious layout, enhanced call-to-action buttons, video testimonials and interactive product specification pages. Visitors can even [request a quote](#) directly from our Home page! Cruise on over and check it out!

Did you know...Bitrode is also on LinkedIn and Facebook? "[Like](#)" and "[Follow](#)" us today to stay informed about industry happenings and to share your own Bitrode experiences.

See and be Seen

Are you going to the BCI Convention April 27-30 in San Diego? Be sure to stop by Booth #37 to see what Bitrode has to offer.

The BCI Convention is the best place for battery professionals to keep up with emerging technologies and changing regulations in the industry.



Tag us in your photos during and after the show, and we will feature them on [Facebook](#) and [LinkedIn](#)!

Product Spotlight

Meet the new [HD-CR/CD Formation Charger](#). Utilizing IGBT technology, this innovative inverter rectifier has been quietly revolutionizing formation operations across the globe since its introduction late last year.



The HD-CR/CD integrates smoothly into any facility's power grid at significantly higher efficiency and power factors than previous models. This high-density charger is one of the most financially and environmentally responsible capital investments available in the industry.

Remember When



...gas was \$0.24/gallon, Sputnik 1 launched into space, Perry Mason debuted on public television and Bitrode opened for business? The year was **1957**.

Starting as an in-house provider to a battery manufacturer in St. Louis, Missouri, Bitrode has continued to devote itself exclusively to serving the needs of the power storage industry.

While much has changed since 1957, our commitment to you has not. We strive to exceed your expectations while providing you with the most cost-effective energy storage solutions on the market today.

Feel free to share our newsletter with your friends, industry associates and social network.

We welcome your thoughts and suggestions!

Sincerely,

Bitrode Sales & Marketing Team

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Product Spotlight

Remember When

Meet Cindy Wood



As the cheerful voice of Bitrode and one of our longest serving employees, Cindy has seen many changes throughout her 31-year tenure.

"When I first started, we really only served North American companies," she says. "But over the last ten years foreign markets have continued to show solid growth. Now Bitrode supports customers on nearly every continent! We have more products than ever before, and of course, we have a much larger staff."

What she enjoys most about Bitrode is interacting with customers and co-workers. "A company this size is like a family," she says. "Every day is different; there is no 'normal' day."

Fun Facts

Bitrode's on-time delivery rate was over 90% in 2013!

Career Corner

Join a world leader in battery charging and testing technology. We are hiring for the following positions:

[Senior Electrical Engineer](#)
[Software Firmware Engineer](#)

Quick Links

[Products](#)
[Services](#)
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[SAE World Congress & Exhibition](#)

April 08-10, 2014
Detroit, MI

[BCI Convention \(Booth37\)](#)

April 27 - 30, 2014
San Diego, CA

[Battcon](#)

May 5-7, 2014
Boca Raton, FL

[Alternative Clean Transportation Expo](#)

May 5-8, 2014
Long Beach, CA

[SNEC Intl Photovoltaic Power Conference & Exhibition](#)

May 20-22, 2014
Shanghai, China

[Intl Conference on Olivines for Rechargeable Batteries](#)

May 25-28, 2014
Montreal, Canada

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