

# Redodo Announces Brand Upgrade and Launches New Dual-purpose Lithium Marine Battery for Enhanced Performance

2024-09-11

Shenzhen, China, Sept. 11, 2024 (GLOBE NEWSWIRE) -- **Redodo**, an innovative brand specializing in LiFePO<sub>4</sub> (Lithium iron phosphate) batteries for outdoor adventures, proudly announces that its brand upgrade and alongside the launch of the new 12V 140Ah Dual Purpose Marine Battery this September. This latest release represents Redodo's commitment to empowering adventurers with reliable, high-performance power solutions designed for both land and sea.

With the new slogan "Your Power, Your Way," Redodo aims to empower adventurers and outdoor enthusiasts to explore the unknown and reignite their passion for life. To tackle the challenges of harsh and complex outdoor environments, the Redodo team meticulously manufactures and tests their products, ensuring that each battery is of high quality and durability. With these reliable batteries, those who are campers, boaters, and adventurers can embark on their outdoor adventures without any concern. From fishing to extended RV road trips, Redodo's batteries are built to power every journey.

## Introducing Redodo 12V 140Ah Dual Purpose Marine Battery

As part of the brand upgrade, Redodo is excited to announce the launch of the new **12V 140Ah Dual Purpose Marine Battery**.

The updated battery packaging features a blue and green color scheme as main part of the brand visual identity, reflecting Redodo's commitment to outdoor and nature-oriented energy solutions. This new look emphasizes the brand's suitability for outdoor adventures and aligns with the growing demand for eco-friendly energy products in marine applications.

The 12V 140Ah Dual Purpose Marine Battery is specifically designed for dual applications—providing high CCA for starting fuel-powered outboard motors while also offering ample energy for deep cycle applications such as trolling motors, navigation systems, and onboard electronics. It perfectly meets the needs of boaters and marine enthusiasts who require both starting and long-term energy.

## Key Features of 12V 140Ah Dual Purpose Marine Battery

- 900CCA High Cranking Power: Provides 900 CCA and 1200 MCA needed to start engines efficiently, capable of cranking outboard motors up to 225hp.
- 1792Wh Deep Cycle Energy: Comparing with AGM 12V 100Ah batteries, the battery packs a powerful 140Ah capacity and 1792Wh deep-cycle energy, offering 3x usable energy at 100% DOD.
- 80% Lighter Weight: The battery features the dimensions of the BCI Group 31 battery, maximizing energy output without taking up extra space on board and allowing for faster navigation on the water.
- Bluetooth Monitoring & Control: Equipped with Bluetooth connectivity, you can monitor battery performance including charge levels and cycle count remotely via your smart mobile. It also allows users to manage discharge and power-off with ease.
- Automatic Heating Function: The built-in heating function activates when cell temperature drops below 41°F (5°C) and stops once it reaches 50°F (10°C), ensuring optimal performance in cold conditions. It makes your adventures don't get sidelined by harsh conditions in cold weather.
- EV Grade-A Cells: Built using the highest quality EV-grade prismatic cells, this battery offers exceptional safety, stability, and a long cycle life of up to 4000+ cycles. This means longer battery life and consistent performance, so you can focus on your journey instead of battery maintenance.
- Advanced BMS Protection: The battery's advanced Battery Management System (BMS) provides 20+ protection, including overcharge, over-discharge, short-circuit protection, etc. It keeps the battery safe and efficient operation in all conditions.
- IP67 Waterproof, Dustproof, and Salt Spray-Proof: With IP67 certification, the battery is resistant to water, dust, and salt spray, making it ideal for harsh marine environments.
- ABYC Certified Quality: The battery addresses the stringent safety and performance standards set by the

American Boat and Yacht Council (ABYC), ensuring optimal reliability for marine use.

Additionally, Redodo will be releasing its highly anticipated 16V marine battery series for ice fishing soon. Specifically tailored for ice fishing enthusiasts, this battery is built to deliver high performance in freezing temperatures, allowing that anglers can power their equipment and electronics even in sub-zero conditions.

## Get Exclusive Offer to Celebrate Redodo Brand Upgrade

To celebrate its brand upgrade and express appreciation to their customers and supporters, Redodo is launching a limited-time Brand Sale Campaign. From September 10th to 30th, customers use the exclusive discount code "Young" to enjoy 8% off at their official website.

To get exciting deals and learn more, check out [Redodo brand upgrade](#) page.

## About Redodo:

Founded in 2020, Redodo is an advanced and trusted LiFePO4 batteries company, known for their reliability, safety, high-performance batteries, and satisfactory customer service. The Redodo LiFePO4 batteries focus on providing high-quality energy solutions for outdoor activities, travel, and adventures, including RV trips, fishing, outdoor adventures like skiing and mountain climbing, and off-grid living.

- **Marine Batteries:** Designed for fishing, boating, water sports, and other activities, Redodo's marine batteries series including **Deep Cycle Marine Battery**, Marine Cranking Battery, Electric Outboard Motor Battery, and the latest Dual-purpose Battery. Whether it's for a day out on the water or long-time fishing expeditions, these batteries are providing safe, steady, dependable power.
- **RV Batteries:** Built for adventure, Redodo's **lithium RV batteries** like Group 24 and Group 31 Battery provide long-lasting, efficient power to keep campers and travelers on the road confidently. With features like Bluetooth monitoring, heating, or low-temp protection, these batteries offer the reliability and durability in any conditions.

The mission of Redodo is to make powerful, affordable lithium batteries accessible to everyone, ensuring that both seasoned explorers and those rediscovering their passion for life have the power they need to pursue their adventures.

Through continuous innovation and dedication to quality, Redodo remains a trusted partner for those who seek to explore the unknown.

For more information, visit [www.redodopower.com](http://www.redodopower.com) or follow @Redodo on Facebook, YouTube, and Instagram.

Yvonne JO

Redodo

**Marketing-at-redodopower.com**

Source: Redodo