Cold Cranking Amps & Reserve Capacity

As a member of the ACDelco family, we know you value your customers' trust. As such, we've identified a few areas of confusion your customers may be experiencing when it comes to buying batteries. Customers needs are changing along with increased demands that they place upon their battery to both start their vehicle and power their many accessories. Keep these things in mind when guiding your customers toward the right battery choice.

Gone are the days of equating Cold Cranking Amps (CCA) to battery quality. While CCA is important, when your mobile devices need a charge, it's your battery's Reserve Capacity (RC) that does the work when the engine is off. As such, RC is now becoming an important feature to consider when purchasing a battery.

RC is defined as the number of minutes a new, fully charged battery at 80 F can be continuously discharged at 25 amps and maintain a terminal voltage ≥ 1.75 volts per cell.

Simply put, it's the number of minutes a battery will last with the headlights left on with a 25-amp draw.

CCA at 0 F is a rating used to describe battery high-rate discharge capability at low temperature. It is the discharge load in amps that a new, fully charged battery at 0°F can continuously deliver for 30 seconds and maintain a terminal voltage ≥ 1.2 volts per cell.

Simply put, it's the amount of amps that can be pulled from a battery at 0 F for 30 seconds.

DID YOU KNOW?

BATTERY BUYING 101:

Though it's common knowledge to you, most people don't know the crucial difference between CCA and RC.

LET THE CUSTOMERS KNOW

As long as the battery's CCA rating meets the OEM requirements for their vehicle, there's no need to overbuy. Buying more than needed is actually a waste of money! When your customer is making a battery–buying decision, it's most important to get the right specifications for their vehicle. ACDelco Batteries deliver the right RC and CCA to meet everyone's needs.