

A person is riding a motorcycle, seen from the side/rear. The motorcycle has a large headlight and a helmet resting on the handlebars. The background is a blurred green landscape, suggesting motion. Overlaid on the image is the text 'Take it' in white, sans-serif font, and 'EASY' in a large, bold, red, stylized font.

Take it
EASY

[illegible]

**MOTORCYCLE, SCOOTER,
SNOWMOBILE, ATV AND
JET SKI BATTERIES**

EASY ASSEMBLY, EASY DRIVE.

A new generation of state-of-the-art batteries, which are easy to fit and suitable for a wide array of applications.

The FIAMM **Easy Rider** range with **Absorbent Glass Mat (AGM) technology** brings you all the energy and reliability you need for your outdoor leisure activities.

For installation and maintenance professionals, convenience and safety are the added values of **Easy Rider** batteries. There is no need to activate them. They are easy to fit, require no electrolyte top-ups and have a long service life. Fewer worries for end users, too. Even after long periods of inactivity, **Easy Rider** batteries offer unrivalled starting power, and withstand the most intense vibrations, making them perfect for sports.

In a world in which reliability and performance cannot be left to chance, **Easy Rider** is the natural choice for superior solutions that are ready to guarantee power and safety in any scenario. In workshops and garages or on the road, on water and snow: **take it easy**.





EASY
TO GO



WHY CHOOSE **EASY RIDER**



VERSATILITY

The battery range **Easy Rider** covers all application needs of the two-wheel world and beyond. It meets the needs of the most modern high-performance vehicles – including those equipped with sophisticated on-board electronics.



EASE OF ASSEMBLY

By implementing AGM technology, **Easy Rider** batteries are supplied ready to use. They are filled with electrolyte fluid and do not need to be activated. This is a key advantage because the batteries can be mounted in critical positions ensuring tightness in sports applications involving intensive use or high physical stress.



SUPERIOR QUALITY

Quality checks can already be carried out already in production on AGM batteries in the new **Easy Rider** range. In this way, FIAMM immediately prevents malfunctions and guarantees even higher quality levels than usual.

***EASY FOR
EVERY TYPE
OF RIDER***





THE ADVANTAGES OF **AGM** TECHNOLOGY



RELIABILITY

AGM technology absorbs the electrolyte and retains it inside the battery using a special microporous glass fibre separator mat. There is no risk of acid leakage, neither during installation nor during use.



GREAT STARTING POWER

Maximum power to ensure starting in all conditions. The starting attitude (A)/weight (kg) ratio of AGM batteries is the highest available today.



GUARANTEED PERFORMANCE EVEN AFTER PROLONGED STORAGE

The use of lead-calcium alloys in the grids makes the self-discharging much slower than traditional batteries. The starting attitude is preserved over time.



MAINTENANCE-FREE

The construction technology used means that its water consumption is virtually zero. No top-ups are needed for the entire life of the battery.



RESISTANCE TO VIBRATIONS

The compression of the plate-separator assembly and the careful construction make the battery extremely resistant to vibrations, guaranteeing a longer service life.



**EASY TO
THRILL**

EASY DRIVE AGM TECHNOLOGY

CONTAINER

Oil and petrol-resistant lid and one-piece container.

SAFETY VALVE

Reduces the risk of battery explosion in cases of excessive gas build-up.

FLAME ARRESTOR

Eliminates the risks caused by occasional sparks or naked flames outside the battery.

SPECIAL CONNECTIONS

Reinforced cell-to-cell and plate-to-terminal connections for better current starting flow.

GLASS MICROFIBRE SEPARATOR MAT

Made of porous material to ensure maximum electrolyte retention, which combined with the safety valve prevents leakage of liquid or gas.

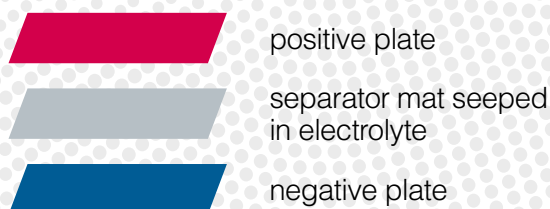
SPECIAL ACTIVE MASS FORMULA

Designed to increase battery life and reliability.

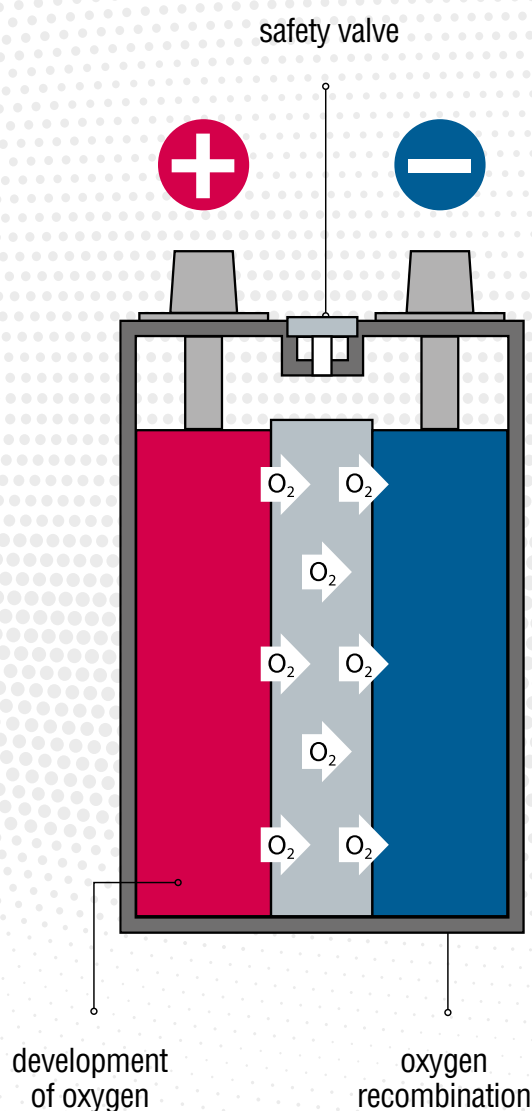


AGM TECHNOLOGY

The key feature that sets an AGM battery apart from a traditional one is the gas-recombination technology. In conventional batteries, hydrogen and oxygen are released during charging, causing electrolyte loss. Instead, the AGM battery uses a microporous separator mat impregnated with electrolyte, which allows oxygen to migrate from the positive to the negative plate, where it recombines with hydrogen, restoring water. This establishes a closed electrochemical cycle without gas emissions outside and without consuming water. Construction precision and careful selection of high-quality components are crucial to ensure optimal operation.



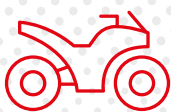
SEALED GAS RECOMBINATION BATTERY OPERATION



WHAT KIND OF **EASY RIDER** ARE YOU?

Perfect for scooters, motorbikes of all sizes, jet skis and snowmobiles, the **Easy Rider** range is the ideal choice for optimum performance, on any vehicle.

Easy to install, durable and safe, **Easy Rider** batteries guarantee everyday reliability and are dynamic adventure companions, always ready to explore new horizons. When you get into the seat, just think about enjoying your free time outdoors: **take it easy!**



MOTORCYCLE



QUAD BIKE



SNOWMOBILE



JET SKI

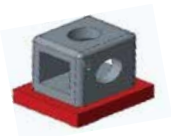
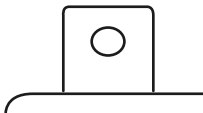
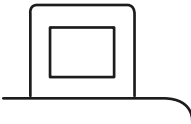
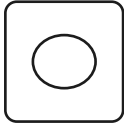
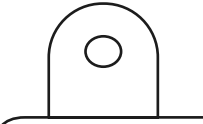
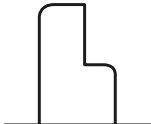
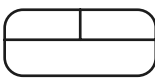
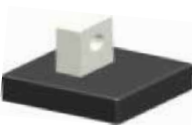
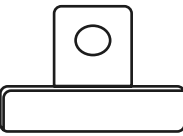
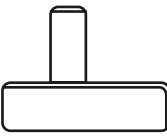
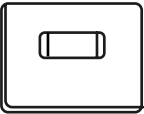
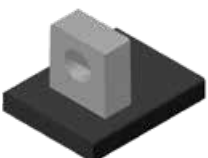
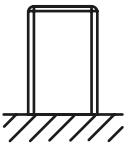
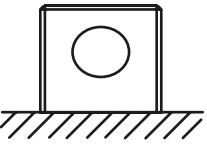


**EASY TO
PERFORM**

EASY RIDER STARTER BATTERY RANGE 12V

FIAMM reference	FIAMM code	Capacity Ah (10h)	CCA A EN	Dimensions LxWxH (mm)	Layout	Terminal	Replaces
FTX4L-12B	7907520	3	50	113x70x85	Right	1	FB4L-B
FTZ7S-12B	7907521	6	90	113x70x105	Right	1	FTX5L-12B
FTX7A-12B	7907522	6	100	150x87x93	Left	1	
FTZ7V-12B	7908039	6	90	113x70x120	Right	1	
FT7B-12B	7908040	6,5	90	150x65x93	Left	1	FT7-12B
FTZ8V-12B	7907523	7	110	114x71x130	Right	1	FTX7L-12B
FT7LB-12B	7908041	8	65	135x75x133	Right	2	FB7L-B
FTX9-12B	7907524	8	110	151x88x107	Left	1	
FT9B-12B	7908042	8	100	150x70x105	Left	1	FT9-12B
FTZ10S-12B	7907525	8,6	150	150x88x93	Left	1	
FTX9A-12B	7907526	9	100	135x75x139	Left	1	FB9-B
FT10L-12B	7907527	10	140	135x90x145	Right	1	FB10L-B / 12N10-3A
FT12B-12B	7907528	10	165	150x70x130	Left	1	
FT12A-12B	7908043	10	140	150x87x105	Left	1	
FTX12-12B	7907529	10	180	150x87x130	Left	1	
FTZ14S-12B	7907530	11,2	210	150x88x110	Left	1	FTZ12S-BS
FTX12A-3A-12B	7907531	12	150	136x81x158	Right	2	FB12AL-A / FB12A-A
FTX14-12B	7907532	12	190	151x87x147	Left	1	
FT14B-12B	7908044	12	170	150x70x145	Left	1	
FTX14AHL-12B	7907533	14	180	134x90x166	Right	1	FB14L-A2 / FB14L-B2
FTX20CH-12B	7908045	17	230	150x87x161	Left	1	
FTX20HL-12B	7908046	18	270	175x87x155	Right	1	
FT19-12B	7907534	20	200	181x76x168	Right	3	
FT30-12B	7907535	30	300	184x124x170	Right	4	53030

TERMINALS

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2				
3				
4				

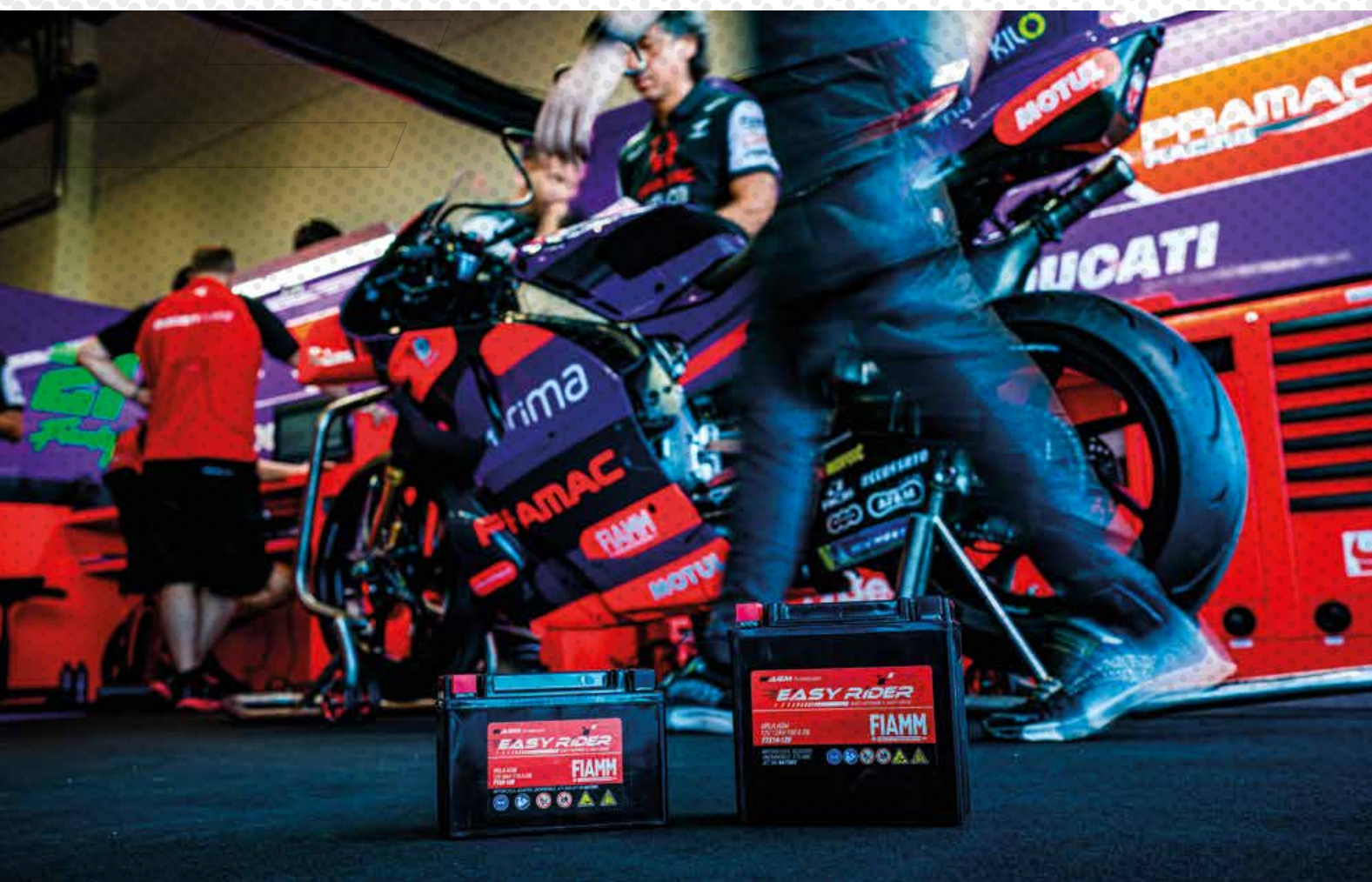
CE MARKING

The batteries in the new Easy Rider range comply with the new Regulation (EU) 2023/1542, which aims to reduce the impact of batteries on the environment and improve safety throughout the product life cycle. It introduces criteria to improve battery recyclability and reduce CO₂ emissions during production. It sets stricter standards for the collection, treatment and recycling of end-of-life batteries and defines new rules for managing the hazardous substances they contain.



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FIAMM FOR TEAM PRIMA PRAMAC RACING



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**EASY TO
ENJOY**

ASYRIDER

Find out more at
www.fiammeasyrider.com

Discover more
about the
FIAMM range



EASY ASSEMBLY, EASY DRIVE.

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