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■ QUICK LOOK

Ice truck takes to the road

Canadian winters can be tough on vehicle batteries. Sub-zero temperatures, snow, freezing rain, chilling wind and all mixed together make for a killer combination when putting the key into your ignition or pushing the start/stop button of your engine. Every one of us has sat in the driver's seat, taken a momentary pause, closed our eyes and hoped for the best. When it works, great! When it doesn't, well I am certain you can fill in the blanks for yourself.

In an effort to showcase the strength of the MotoMaster Eliminator Ultra battery, Canadian Tire has taken a chip off the old ice block. Weighing in at 6,800 kg (15,000 lbs.) the world's first drivable ice truck, according to company sources, features a working chassis, tires and standard mechanical components.

Freezing the battery to -40°C, it is then mounted in place and the ice truck is started and drives down the driveway. It is a commercial, of course, but the team building the ice truck actually attempted a Guinness World Record, so the demonstration is real.

Today's automobiles require an extra amount of electricity to run the latest technology. DVD players, high-definition audio systems, heat front and back seats, GPS devices all require energy. Harnessing the added power and performance of absorbed glass mat (AGM) technology, Canadian Tire claims the MotoMaster Eliminator Ultra battery offers 2



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times longer life than conventional flooded batteries.

The public launch of the ice truck takes place today during the 2014 NHL Winter Classic. Here is a sneak peek prior to the puck drop later today.

<http://www.youtube.com/watch?v=nPWnLzxi3ZM>

