

VARTA® wins award for best battery brand for trucks

- VARTA wins award as “Best PROFI Workshop Brand”
- Second award for VARTA in 2016 after the best brand award from the ETM publisher in cooperation with DEKRA
- VARTA’s performance as service and solution provider recognized

Hannover/ Frankfurt – September 15, 2016. Leading battery brand VARTA has defended its title as “Best PROFI Workshop Brand” („Beste PROFI Werkstatt-Marke 2016“) in Germany. Automotive trade magazine PROFI Werkstatt along with Automechanika awarded VARTA the top prize based on a magazine survey of 7.500 contacts from truck workshops, fleet managers and truck drivers. This is the second award for VARTA this year after receiving the best brand award in the category “starter batteries for 24 volt systems” from the ETM publisher in cooperation with DEKRA in July. “We are very pleased and honored about this display of confidence from our end consumers,” said Peter Szutta, Country Manager Germany at Johnson Controls. “We work hard to constantly improve our performance as a service and solution provider. These awards recognize the technological advantage VARTA provides.”

The new role of battery

The role of battery has changed in recent years from managing simple loads to becoming a high-performance part that is a key component of vehicles. Particularly, requirements on batteries for heavy commercial vehicles are continually growing. “On the one hand, we are facing increasingly environmental and safety regulations for trucks,” Thorsten Werle, design engineer at Johnson Controls explained. “On the other hand, we have to deal with more and more load and auxiliary demands in today’s trucks. The performance of batteries is crucial to meet all these requirements and – at the same time – to avoid downtimes.”

VARTA Promotive EFB proves technological advantage

To meet all these requirements Johnson Controls has developed the unique VARTA Promotive EFB: a specifically designed battery for high-performance commercial vehicles with heavy cycling use. “The Promotive EFB is one step ahead because of its unique technology,” Werle said. “It is designed for the highest vibration requirements and because of the VARTA proprietary design, including Mixing Element, it keeps charge acceptance at the highest level. Furthermore, this exclusive technology ensures reliable power for all electrical equipment onboard even during rests, which has become essential over the past decade.” Ten years ago truck drivers stayed two nights per week in their trucks on a trip on average compared to five nights and an increase number of devices has increased significantly. “Today, an overnight stay requires approximately 50 percent of the battery’s capacity,” Werle explained. “We developed VARTA Promotive EFB especially for these modern requirements. Compared to a conventional battery the VARTA Promotive EFB has 40 percent more lifetime. This reduces the risk of downtimes substantially and thereby the service costs of the truck,” Werle said.

Better batteries – more service

These enhanced batteries require expert knowledge when they are serviced. “Therefore, we have introduced products and services to workshops that help to reduce downtimes. We support our partners to further develop into trusted battery experts because eventually, we all want to get the best out of VARTA batteries,” Werle said.

Press release

Caption:

Peter Szutta, Country Manager Germany at Johnson Controls, takes over the trophy during the award ceremony at Automechanika in Frankfurt.

Photo: Johnson Controls



Caption:

Compared to a conventional battery the VARTA Promotive EFB reduces the risk of downtimes substantially and thereby the service costs of the truck.

Photo: Johnson Controls



Caption:

VARTA Promotive EFB is designed for highest vibration requirements. The VARTA Mixing Element keeps charge acceptance at highest level.

Photo: Johnson Controls

Press release



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About Johnson Controls Power Solutions

Johnson Controls Power Solutions is the world's largest manufacturer of automotive batteries, supplying approximately 146 million every year to automakers and aftermarket retailers. The company's full range of lead acid and Lithium-ion battery technology powers nearly every type of vehicle for our customers- including conventional, Start-Stop, Advanced Start-Stop, Micro Hybrid, hybrid and electric. Johnson Controls' recycling system has helped make automotive batteries the most recycled consumer product in the world. Globally, 15,000 employees develop, manufacture, distribute and recycle batteries at more than 50 locations. For more information, please visit <http://www.johnsoncontrols.com/PowerSolutions> or follow [@JCI_BatteryBeat](https://twitter.com/JCI_BatteryBeat) on Twitter.