

## **Banner breaks through the €300 million sales revenue barrier for the first time!**

- **Record sales revenues of €302 million from across all business areas**
- **4.6 million starter batteries sold**
- **Growth due to the strong demand for starter batteries for start-stop vehicles**
- **Deliveries of EFB batteries (Enhanced Flooded Battery = cycle-resistant starter battery) to the BMW Group from the beginning of 2018**
- **Investments of more than €30 million at the Leonding location since 2015**
- **A focus on environmental protection: 100 per cent recycling quota**

Linz, 21 June 2018. **Banner can reflect upon a successful 2017/18 financial year (1 April 2017 to 31 March 2018). Sales revenues increased by more than eleven per cent as compared to the previous year and amounted to €302 million, which was the highest figure in the company's 80-year history. Banner is Austria's sole battery manufacturer.**

As Andreas Bawart, Banner's co-owner and commercial CEO, explains: "Quality and reliability are two of our main success factors in the hotly contested battery market. This is borne out by our highly satisfactory figures and the fact that the BMW Group has opted for our EFB batteries is especially gratifying." Banner batteries are also first fitted into numerous models from Audi, Caterpillar, Jungheinrich, Kässbohrer, Liebherr, Mercedes, Mitsubishi, Porsche, Seat, Volvo and VW.

### **With an export quota of over 95 % Banner has a global presence in over 60 countries**

During the past financial year, Banner was able to open up two new markets in the shape of Mongolia and Paraguay. In Europe, dealers are supported in fourteen countries via a network of 28 sales branches, while one or more importers serve the remaining European countries. All in all, the family-owned Banner Group has a workforce of around 810 (plus ten outside Austria as compared to 2016/2017) of which 520 are employed at the Leonding location.

## **Large-scale investments in Leonding create new jobs**

In spite of its pronounced internationality, Banner is firmly rooted in Upper Austria and numbers among the important employers in the region's central area. In fact, over €30 million have been invested in the Leonding location since 2015 with the aim of achieving an increase in production capacity to match rising sales. Moreover, this also means that Banner has secured existing jobs.

As the only Austrian battery manufacturer, the company retains a focus on the further development of environment-friendly battery technologies. Banner's premium quality AGM and EFB start-stop batteries number among the branch forerunners and as Andreas Bawart stresses: "We are convinced that we can raise the sales of these innovative batteries still further. As part of this process, in future we will continue to make a sizeable contribution to the local economy, as it is our intention to implement the corresponding capacity enlargements in Upper Austria."

## **100% of used batteries are recycled**

With its EFB and AGM technologies, which are employed in so-called micro-hybrid drives and purely start-stop applications, Banner offers clear evidence of its responsible approach to resource-protective and sustainable business practice. Andreas Bawart: "Our start-stop batteries make a decisive contribution environment-friendly vehicles. In the 2017/18 financial year they created fuel savings of some 66 million litres and thus a reduction in CO<sub>2</sub> emissions of approximately 164,000 t."

## **Banner is facing the challenges posed by the mobility of tomorrow**

E-mobility has become an integral part of the automotive branch and Banner has responded to this trend with systematic efforts aimed at creating the next generation of standard starter batteries. Andreas Bawart: "We are already a part of e-mobility because every e-car still requires a conventional starter battery for the supply of its electrical system." This is because all the 12V consumers in the vehicle are stabilised by means of this battery.



## Captions:

Photo 1) The Banner Running Bull EFB for start-stop vehicles with a high energy requirement

Photo 2) The Banner location in Leonding/Austria is one of Europe's most modern battery plants

Photo 3) Andreas Bawart, the Banner GmbH Commercial CEO \*

\* Photo 3: © Andreas Wenter/Permanent Moments

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## **Banner at a glance**

*Banner GmbH is an innovative, steadily expanding producer of top quality starter batteries. The company, which is based in Linz-Leonding, Austria, has been manufacturing batteries for all types of vehicles since 1937. The family-owned firm, which is headed by Andreas Bawart and Thomas Bawart, employs a workforce of around 810 across Europe. Banner produces and sells over 4.6 million starter batteries annually and thus numbers among the oldest, most experienced and important brands in the battery production field. Banner batteries are used for the first fitting of numerous models from Audi, BMW, Caterpillar, Jungheinrich, Kässbohrer, Liebherr, Mercedes, Mitsubishi, Porsche, SEAT, Volvo, and VW. A company network of sales companies in fourteen countries provides retailer support and in addition Banner products are sold in more than 60 European, African and Asian states via direct importers. Future-oriented technology and outstanding quality underline the international reputation of these exemplary products with "buffalo power", which are also characterised by the Banner logo. Further information is available at [bannerbatterien.com](http://bannerbatterien.com)*

## **For enquiries, please contact:**

**Franz A. Märzinger, MBA**  
Head of Sales and Marketing

Banner GmbH, Banner Strasse 1, 4021 Linz  
Tel. +43 (0) 732 38 88 21500, Fax DW 51500  
Mobile +43 (0) 676 87 38 1500  
E-mail: [franz.maerzinger@bannerbatterien.com](mailto:franz.maerzinger@bannerbatterien.com)  
[bannerbatterien.com](http://bannerbatterien.com)