

## Banner at the Automechanika 2018

### Staying in the fast lane with sustainable battery systems

As a key element in future mobility, innovative battery technologies are the object of increasing attention. Therefore, Banner is working continuously on the development of optimum battery systems, which meets the demands of tomorrow. Consequently, the starter battery specialist's very latest product advances in the commercial vehicle, car and accessories areas will form the centrepiece of its exhibit at the Automechanika 2018 (Stand D51 in Hall 4.1).

**Munich, 09<sup>th</sup> August 2018.** Günter Helmchen, the CEO of Banner Batterien Deutschland GmbH, sees the premium supplier's presentation at this year's Automechanika as demonstrating that: "With the enhanced flooded battery (EFB) and absorbent glass mat (AGM) technologies for micro-hybrid drives and start-stop applications, we provide clear evidence of our sense of responsibility with regard to a resource-protective and sustainable business approach. During the past financial year alone, with our start-stop batteries we contributed to fuel savings of around 66 million litres and a reduction in CO<sub>2</sub> emissions of approximately 164,000t. In addition, our new battery management systems for cars and commercial vehicles represent a systematic continuation of our successful strategy for the sustainable mobility of the future. In this connection, environmental protection and the common good constitute the number one priority, which is also linked to the fact that today lead-acid batteries can be recycled to an unsurpassed degree of virtually 100 per cent."

Banner's success is reflected by its need to keep pace with rising sales, which since 2015 have triggered investment of over EUR 30 million in its production facilities in Leonding, Austria. Banner is the country's only battery manufacturer and therefore despite its international business orientation, this spending once again reflects the company's commitment to its homeland.

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## **A markedly extended car battery range**

Punctually for the opening of this top international trade fair, the premium battery specialist is once more more able to present a considerably enlarged car battery range in both the EFB technology and conventional starter battery segments. EFB technology is based on an enhanced wet battery and in particular is employed with micro-hybrid drives, which save fuel by means of braking energy recuperation and automatic start-stop. Banner now offers three new EFB batteries that have been tailor-made for European vehicles. The two fastest sellers, the Banner Running Bull EFB 565 12 and Banner Running Bull EFB 575 12, are designed primarily for Ford models with the EConetic start-stop function, while the Banner Running Bull EFB 580 11 has been customised for numerous additional start-stop models from a diversity of other European carmakers.

Conversely, as the start-stop technology pioneer, Banner has also expanded its product range for Asian car manufacturers with three new Running Bull Asia EFB batteries, consisting of the Running Bull EFB 538 15, Running Bull EFB 555 15 and Running Bull EFB 570 15. It is worthy of note, that in 2014 Banner became the first supplier in the market to offer this special management system.

## **The cooperation with BMW now includes EFB batteries**

Also brand-new is the teamwork with the Munich-based car producer, BMW, in the EFB battery area. This represents another marked enlargement of the business ties between the family-owned, Austrian company and the Bavarian automotive group, which has already been first fitting Banner's AGM battery management systems for the past eleven years.

Moreover, the triumphal progress of the Banner Power Bull PROfessional, which has received numerous awards for its quality and premium performance, also continues. Because primarily with a view to the numerous Ford models for which a replacement OEM battery with a total height of 175 mm has to be employed, the company has added three new battery types to its top selling range in the shape of the Power Bull PRO P50 42, Power Bull PRO P63 42 and Power Bull PRO P77 42.

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## **Innovative buffalo power for commercial vehicles**

Banner's response to the steadily rising demands in the long-distance, truck transport field is the Buffalo Bull EFB. This innovative battery for the in-board electrical system not only fulfils the comfort, or "hotel", function in these vehicles (if the driver stays in the cab overnight and uses a large number of powerful energy consumers), but also provides extreme vibration resistance when integrated at the rear of the truck. Banner offers the new cycle-resistant starter battery in two standard sizes (B and C boxes) with 190 and 240 Ah. Enhanced cyclical resistance due to active mass and nonwoven overlays, as well as robust design and top vibration resistance due to special set bonding represent just some of the advantageous features of the new Banner Buffalo Bull EFB. In addition, calcium technology ensures minimum water consumption, which furnishes the special benefit that, under normal operating conditions, the battery does not require topping up and is thus maintenance-free.

The starter battery expert has also come up with an innovative solution for use in special machines and vehicles. Owing to high lag loads, which have to be dealt with during starting, these require increasing amounts of cold start current. Accordingly, Banner has developed the Buffalo Bull high-current battery in two standard sizes (A and B boxes) with 1,150 and 1,400 A top performance for precisely these needs. The new high-current battery for optimum cold start current is characterised by outstanding vibration resistance and central degassing with integrated backfire protection. Calcium technology is employed and again ensures minimum water consumption, which means that under normal operating conditions the Buffalo Bull also has a zero maintenance requirement.

Last, but by no means least, owing to product, process and production optimisation in the course of Banner's launch of the new heavy duty Buffalo Bull EFB and Buffalo Bull high-current, the starter battery specialist has been able to improve and raise the cold start values of a variety of its battery types.

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## **New starter battery accessories for both cars and commercial vehicles**

The new additions to Banner's Accucharger Pro Series offer top charging performance for both cars and trucks. The 12V professional Accucharger Pro 100A possesses a special flash mode for software updates in the vehicle. In addition, customers have a choice between fully automatic and manual setting of the modern charging program. Everything is shown on a large LED display and other advantages of the power package include maximum safety features, robust design and operational simplicity. Also new in the Banner range is the professional Accucharger Pro 25A, which is ideally suited to the workshop segment for cars, trucks, buses, emergency vehicles, construction and agricultural machinery. The main characteristics of the Pro 25A are a refresh mode for the professional charging of deep discharged batteries and a large graphic display for simple operation and clear readings. A support operational mode ensures that user settings in the vehicle are retained during battery changes and an integrated power adapter mode facilitates a continuous supply of energy without the support of the battery. In addition, this charging system delivers reliable, constant voltage for diagnosis and software updates.

The Accucharger Pro 25A disposes over self-cognition battery voltage selection for 6 V, 12 V and 24 V, and constitutes a reasonably priced alternative to its brother, the more powerful Banner Accucharger Pro 35A.

## **Germany is Banner's most important market**

Germany continues to be Banner's most important market by far, as including first fittings, the starter battery specialist sells almost half of its output to customers in Germany. Accordingly, Banner has a large German sales organisation with over sixty employees, six branches and 8,500 sales partners that in combination provide annual sales revenues in excess of EUR 32 million. Owing to the high acceptance levels for Banner products due to their premium quality, as well as the company's strong local involvement, CEO Günter Helmchen believes that a further consolidation of Banner's success in the German starter battery market is entirely possible. For Helmchen an intensification of the consultative and service aspects of Banner Germany's activities constitutes the number one priority and as he stresses: "We have a clear focus on qualified service and first class consulting. Consequently, apart from the premium quality of our

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products, our partners in the specialist retail field have long estimated our all-round services, punctuality of delivery and reliability.” Moreover, Banner’s powerful support of its suppliers through professional training and product presentations at the point of sale, involving special offers and additional fixed prices in winter, also represents a convincing argument for the company’s trade partners.

### **Banner faces the challenges of tomorrow’s mobility**

In view of the fact that e-mobility is making increasing inroads into the automotive industry, Banner is committed to this development and is working intensively on the next generation of conventional starter batteries. With a view to the future, Günter Helmchen notes: “ We are already very much part of e-mobility, as every e-vehicle still requires a lead-acid battery for the supply of its electrical system and the stabilisation of its 12V consumers.”

Visitors to the Automechanika will find the Banner stand (D51) in Hall 4 on the traditional Banner alpine pasture from 11 to 15 September. Needless to say, this year the starter battery specialist is again looking forward to interesting discussions with its customers.

**Picture 1** Banner Running Bull EFB for start-stop vehicles with a high energy requirement

**Picture 2** Banner’s location in Leonding numbers among Europe’s most modern battery plants

**Picture 3** Günter Helmchen, CEO, Banner Batterien Deutschland GmbH (centre), with the Banner Group’s CEOs, Thomas Bawart (l.) and Andreas Bawart (r.)

**Picture 4** Leading automotive manufacturers trust Banner batteries

**Picture 5** The Banner recycling loop

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## MEDIAINFO



### **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*

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