

## **Banner again achieves record sales revenues and turnover**

**4.8 million starter batteries sold following the enlargement of the Leonding location**

- **Record sales revenues of EUR 307 million**
- **Increase in sales turnover of 200,000 units over the previous year**
- **Investments of over EUR 40 million in the Leonding location since 2015**
- **Start-stop batteries make a decisive contribution to environment-friendly vehicles**

Leonding, 16 May 2019. **The family-owned Banner company can again look back on a highly successful financial year (1 April 2018 to 31 March 2019), as with sales revenues of EUR 307 million it once more achieved the best result in its history, which dates back well over eighty years. Banner is Austria's only starter battery manufacturer and produces 4.8 million units annually.**

Banner numbers among the first fitters for leading automotive marques such as Audi, Mercedes, Porsche, SEAT, Volvo and VW, and for a number of years has also delivered absorbent glass mat (AGM) batteries to BMW, which during 2018 additionally selected it as a supplier of enhanced flooded batteries (EFB). Moreover, Banner batteries are also to be found in vehicles from companies that include Caterpillar, Jungheinrich, Kässbohrer and Liebherr. According to Andreas Bawart, Banner's Commercial CEO: "In the hotly contested battery market, our quality and reliability count for more than ever. A fact confirmed by new record sales revenues of EUR 307 million immediately following the last successful financial year."

### **EUR 40 million invested in Leonding since 2015**

With its production, Banner is firmly anchored in Upper Austria and represents an important employer in the central area of the region. Over EUR 40 million have been invested in the Leonding location since 2015 in order to match output to rising sales. Of this amount, EUR 20 million were spent in the last thirty months alone and in the 2018/2019 financial year, 4.8 million starter batteries were sold, which constituted another record and an increase of 200,000 units as compared to the previous year. Andreas Bawart: "With our high quality standards, we set benchmarks with regard to consulting, products, services and after-sales. This is also evidenced by our collection of used batteries and environment-friendly recycling in a closed product cycle."

Moreover, the starter battery specialist continues to have the further development of battery technologies offering greater environment friendliness in focus. For example, Banner's premium class AGM and EFB start-stop batteries number among the forerunners in this branch segment and as Andreas Bawart stresses: "We are convinced that we can raise the sales of these innovative products still further and with this in view, will continue to adhere to our corporate philosophy of manufacturing exclusively in Austria."

## **Banner is active in over 60 countries and has an export quota of over 95 %**

In 2018/2019 Banner further underlined its strengths in the export field with double-digit sales growth on both the Iberian Peninsula and in the Far East. However, the continuing challenges in Turkey resulted in a reduction in activities in this market. By contrast, owing to a new marketing structure, during the past financial year Banner was able to double its sales to Portugal, which following the financial crisis has established a reputation as a model economy. Banner has 25 sales branches in thirteen European countries and employs a workforce of 810, 520 of which are employed at the Leonding location.

## **By 2022, start-stop systems will predominate**

Overall battery technology has reached a fundamental turning-point. Today, every third vehicle battery fitted is of start-stop design and in recent years this figure has risen steadily. The start-stop battery is therefore on course to replace the conventional lead-acid battery in the market. Indeed, by 2022 experts see it as constituting some 57 per cent of all the vehicle batteries installed. It is predicted that AGM batteries will account for roughly 60 per cent of this figure and EFB versions 40 per cent. In turn, during the coming years, the battery volume in the European aftermarket will remain stable at around 47 million pieces with Germany, France, Italy, the UK, Spain and Poland as the main markets.

## **Banner looks to the mobility of tomorrow**

E-mobility's entry into the automotive branch is steadily gathering speed and Banner has been committed to this development from the outset. Furthermore, it is also working systematically on the next starter battery generation, for as Andreas Bawart explains with a look to the future: "It is still the case that no e-vehicle can operate without a conventional starter battery. This is needed for the supply of the electrical system, as the battery stabilises all of the 12V consumers. Therefore, we are not only a natural part of e-mobility today, but will remain so tomorrow."

### Photo captions:

Photo 1) The Banner starter battery product family

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

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

\* Photo 3: © Martin Eder

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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 4.8 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, Porsche, SEAT, Volvo and VW. A company network of sales companies in thirteen 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)*

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