

Duracell Automotive – Get started!**The Duracell Automotive licence has been extended**

Banner has been producing and marketing Duracell car and commercial vehicle batteries with equally great endeavour and success since 2013. Now, the company can report the prolongation of the licensing agreement with the world-renowned Duracell Automotive battery brand.

Leonding, 06.09.2022. The Duracell Automotive range “made by Banner” has been a success story for almost a decade. And as Andreas Bawart, the Banner Group’s Commercial CEO, sums up, “Thanks to the combination of the world's best-known battery brand with the famous Duracell bunny as an advertising medium and our know-how as a leading quality manufacturer of starter and electrical system power supply batteries, this premium programme has enabled us to open up additional markets and target groups for Banner. Our customer promise for Duracell is, “Long Life – Performance – Power” and applies just as appositely to Banner.”

Successful cooperation since 2013

To date, Banner has been able to supply Duracell batteries to customers in over 45 countries, who are mostly active in the automotive component and battery wholesale and retail trades. The focus of sales is on continental Europe, with a share of around 80%, while the Middle Eastern and African regions contribute some 20% of sales.

Andreas Bawart, “Our target for the next few years is to further expand Duracell sales with a focus on Europe, where we still see major potential for the brand.” Moreover, the extension of the licence agreement with Duracell Automotive provides further proof that Banner is valued worldwide as a reliable partner offering top quality products.

Captions:

Photo 1: Duracell batteries with maximum power for starting and electrical systems

Photo 2: Commercial CEO Andreas Bawart

Additional photographic material is available from the downloadcenter under

<https://www.bannerbatterien.com/Downloadcenter>

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Banner at a glance

Two operative business units, Automotive and Energy Solutions, constitute the cornerstones of the Banner Group, which has been producing batteries for all types of vehicles since 1937. The Automotive business unit has an extensive product portfolio, which includes starter, vehicle electrical system and leisure batteries for both the original equipment (OE) and aftermarket (IAM) sectors. As a rule, these products are developed and manufactured at the group headquarters and production plant in Leonding (Austria). Conversely, the Energy Solutions business unit, which is located in Thalheim near Wels (Austria), specialises in the further development of products for the traction, semi-traction and standby segments. The family-owned group, which is headed by Andreas Bawart and Thomas Bawart, employs an 805-strong workforce across Europe. In thirteen European countries, dealer support is provided by the group's own sales companies, while in over 70 other countries in Europe, Africa and Asia, products are sold through direct importers. Future-oriented technology and outstanding quality underline the international reputation of the flagship products with "buffalo power" and this also characterises the Banner logo. Further information is available at [bannerbatteries.com](https://www.bannerbatteries.com)

Should you have any questions, please contact:

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