THE BEST BATTERY CHOICE

It all starts with VARTA®

Your essential guide to AUTOMOTIVE BATTERIES, 2014/2015
WHY YOU CAN TRUST VARTA®

Life’s a ride. And wherever your journey may take you, VARTA batteries provide all the power you need. Whether you’re driving in your very first car or you own a car with Start-Stop functionality or you drive a highly equipped car with the greatest energy demands. Whether you’re looking for unrivalled performance on track, or move mostly in urban stop and go. VARTA batteries are charged with constant innovation, manufactured to the highest quality and precision to guarantee absolute reliability. Plus, the new battery generation is more sustainable and eco-friendly than ever. They’ll definitely spark your ride, too.

PROVIDING Excellence and precision

Our engineers put expertise and precision into each and every VARTA battery. So when you choose VARTA, you go for reliable precision technology that delivers best in class manufacturing quality.

Discover VARTA technology – up to 3 times more cyclability endurance than that of conventional batteries.
Innovation with a purpose
VARTA batteries are the driving force behind fuel saving innovations like Start-Stop engines. Manufactured with up to 20% fewer emissions, they’ll reliably restart your car engine again and again and effectively reduce your fuel consumption.

Confidence in competence
The VARTA brand has a history going back more than 125 years. VARTA batteries are factory-fitted by major car makers and trusted by drivers globally.

A premium experience
Buy your VARTA battery at a VSSP certified workshop to experience excellent replacement service. In addition, the VSSP service program provides you with the Roadside Assistance mobility guarantee* if you replace the battery in your Start-Stop car.

* subject to vehicle driver registration at www.varta-automotive.com

Power grid – at the heart of every VARTA battery
PowerFrame® is a patented grid design that lasts longer and works more safely than conventional grids. All VARTA batteries perform extremely reliable thanks to PowerFrame.
There is a first time for everything, and choosing a new battery for your car for the first time can be stressful. How to get the best for your money and not risk buying a substandard product? Avoid having to deal with early failures and low quality products and additional costs. There is an easy choice, with the right balance between price and high quality; VARTA BLACK DYNAMIC batteries are the ideal choice to meet vehicles’ energy requirements and keep you on the road for years to come. Choose VARTA BLACK DYNAMIC, a brand that stands for the latest technology, innovation and trust.
RELIABILITY FOR EVERY RIDE

BLACK DYNAMIC

- First choice for all cars with conventional power demands
- Labyrinth Lid technology for a maintenance-free battery and extra safety
- PowerFrame® grid delivers reliable cold cranking power and long term performance
- Made in Europe – according to the highest European standards for best in class manufacturing quality
BESTSELLING AND OUTPERFORMING

The ideal battery for a reliable start every morning that will keep you going for the rest of the day. When your daily schedule is packed with activities like going to work, taking your children to school, grocery shopping, and so on... you need a reliable battery that can keep up with your day. VARTA BLUE DYNAMIC is the ideal choice for those who need to depend on their car starting every time, regardless of adverse weather conditions. Choose VARTA BLUE DYNAMIC for extra power and consistent performance; or choose an upgrade to VARTA BLUE DYNAMIC EFB, with its enhanced technology and reinforced design capable of meeting much higher energy demands, Start-Stop vehicles and heavy electric consumption accessories such as: heated seats, air conditioning, parking assistance and other electronics. VARTA BLUE DYNAMIC stands for reliability and peace of mind.
CARE ABOUT THE FUTURE
BLUE DYNAMIC

For complete reliability and peace of mind, the BLUE DYNAMIC range offers extra starting power and keeps up with your busy daily schedule; it provides consistently high performance for longer periods of time. Choose VARTA® BLUE DYNAMIC for all vehicles with standard equipment, without Start-Stop functionality, and get ready to go on the road worry free.

Made in Europe – according to the highest European standards for best in class manufacturing quality.

Extended cycle life compared with a conventional battery

Designed for vehicles with conventional Start-Stop functionality

VARTA EFB (Enhanced Flooded Battery) technology with consistently high performance for highly equipped cars

Clean manufacturing – with 20% less energy and 20% fewer greenhouse gas emissions. Closed recycling loop with ecosteps® – preserving resources while protecting the environment

PowerFrame® grid technology for high starting power and reliable performance
Upgraded to VARTA BLUE DYNAMIC EFB to get a superior and extraordinary battery for high-performance applications. Thanks to its EFB enhanced technology, which is suited for Start-Stop vehicles that start the engine multiple times in a single journey; VARTA BLUE DYNAMIC EFB batteries have twice the level of endurance than conventional batteries. Choose VARTA BLUE DYNAMIC EFB for vehicles with higher than normal energy demands; whether it means a tougher drive schedule, multiple accessories and equipment installed, or Start-Stop enabled cars without regenerative braking technology.

Made in Europe – according to the highest European standards for best in class manufacturing quality.
Because you know you deserve the best, and so does your car. Choosing a battery from VARTA® is a no-brainer. Our top of the line VARTA SILVER DYNAMIC range offers the best you can get. With the most advanced AGM technology, the VARTA SILVER DYNAMIC AGM delivers unmatched performance and unrivalled endurance. It is designed to support the most demanding systems, such as advanced Start-Stop cars with regenerative braking, and for premium equipped vehicles with huge energy demands. With VARTA SILVER DYNAMIC and VARTA SILVER DYNAMIC AGM you can be sure you are getting the best for your car.
SUSTAINABLE
IN EVERY SENSE
SILVER DYNAMIC – PREMIUM POWER

Extended cycle life compared with a conventional battery

Designed for vehicles with advanced Start-Stop functionality with regenerative braking

VARTA AGM (Absorbent Glass Mat) technology with outstanding performance for powerful engines and highly equipped cars

Clean manufacturing – with 20% less energy and 20% fewer greenhouse gas emissions. Closed recycling loop with ecosteps® – preserving resources while protecting the environment

PowerFrame® grid technology for high starting power and reliable performance

Due to its design, this battery won’t leak, even if it is broken

SILVER DYNAMIC

For extra power and premium performance, VARTA® SILVER DYNAMIC offers supreme starting power that will meet the toughest energy demands without compromise; as it provides superior performance for highly equipped cars. VARTA SILVER DYNAMIC is the premium battery for non-Start-Stop vehicles.

Made in Europe – according to the highest European standards for best in class manufacturing quality.
Extended cycle life compared with a conventional battery

Designed for vehicles with advanced Start-Stop functionality with regenerative braking

VARTA AGm (Absorbent Glass mat) technology with outstanding performance for powerful engines and highly equipped cars

Clean manufacturing – with 20% less energy and 20% fewer greenhouse gas emissions. Closed recycling loop with ecosteps® – preserving resources while protecting the environment

PowerFrame® grid technology for high starting power and reliable performance

Due to its design, this battery won’t leak, even if it is broken

Silicon Silver Dynamic AGm

Upgrade to VARTA SILVER DYNAMIC AGM to get the best of the best. By choosing an AGM battery with the most advanced technology, you will get an outstanding battery that is capable of powering the most demanding vehicles and accessories, as it offers three times the level of endurance than conventional batteries. VARTA SILVER DYNAMIC AGM batteries are perfect for advanced Start-Stop systems in which the battery needs to be quickly recharged through the energy provided by the regenerative braking systems. On top of that, by being produced and engineered in Germany, you can rest assured they are precisely made to the highest quality standards.

Made in Germany – Engineered and produced according to the highest quality standards and precision.
POWER AT A GLANCE – THE VARTA® AUTOMOTIVE RANGE

Premium

Premium power for peak performance and Start-Stop driving. VARTA SILVER batteries seriously deliver top technology. Secure your highest energy demands.

Extra

Extra power for all demands and for Start-Stop driving. VARTA BLUE batteries are suited to all high-performance applications. Fuel saving, emission reducing, eco-friendly and fiercely powerful.

Regular

For conventional cars and all vehicles with regular power demands. Powerful. Reliable. VARTA.
SILVER DYNAMIC AGM
+ 3× cycle life
+ Outstanding performance
+ Start-Stop driving
+ Made in Europe

BLUE DYNAMIC EFB
+ 2× cycle life
+ Start-Stop driving
+ Made in Europe
App-solutely convenient
Finding the best battery for your car has never been easier or more convenient – with the new VARTA BATTERY FINDER app for your iOS device. Download for free!

EXTRA TECHNOLOGY

Trust that pays off
Go for the better choice. Whenever you choose a VARTA battery you can trust in the expertise of a global technology leader – just like the majority of top car manufacturers do. New application developments by car makers such as Audi, BMW, Ford, Mercedes-Benz like Start-Stop and micro hybrid lead to new technologies e.g. AGM, EFB, Li-ion and 48V batteries. And with VARTA you really take advantage of these close working relationships. You will benefit from exceptional reliability, more sustainability, and an up to three times longer cycle life if you go for EFB or AGM. Premium manufacturers trust in VARTA, so you can too.

VARTA® EXCEPTIONAL BENEFITS
Innovation aimed at your advantage
PowerFrame® is a patented grid design that lasts longer and works safer than conventional grids – it’s up to 66% more durable than other grid designs. Also, the energy flow is up to 70% higher for exceptional performance. Moreover this enhanced performance is achieved with an eco-friendly manufacturing process that uses 20% fewer energy and 20% less greenhouse gases for more sustainability. With VARTA you get innovations that definitely work to your advantage.

All of these extras – with VARTA batteries.
Roadside Assistance – your guarantee
VARTA batteries embody outstanding quality and performance. That’s why we provide a mobility guarantee* for anyone who buys a VARTA BLUE DYNAMIC EFB or VARTA SILVER DYNAMIC AGM battery. It’s an exclusive guarantee available at VARTA VSSP certified workshops that provides you with:

- Two full years complete protection in the event of a battery fault
- 24-hour hotline to ARC customer service team
- A Europe-wide, on-the-spot-breakdown assistance: jump-starting and towing service to the nearest qualified workshop within a range of 30 kilometres

Buy a better battery at a VARTA VSSP certified workshop and drive worry-free with guarantee.

* subject to vehicle driver registration at www.varta-automotive.com

EXTRA SERVICE
Buy your VARTA® battery at a VSSP certified workshop to experience excellent replacement service. In addition, the VSSP service program provides you with the Roadside Assistance mobility guarantee* if you replace the battery in your Start-Stop car. Replacing a Start-Stop battery today requires a lot more than simply removing the old battery and plugging in a new one. Since the battery plays a key role in the system, its correct interplay with diverse components is absolutely essential. This task can only be accomplished with smart know-how, comprehensive training and specialized tools. All of this you will find at VSSP certified workshops.

SMART KNOW-HOW
VARTA batteries are more sustainable than ever – manufactured with 20% less energy and reduced emissions. Plus, all VARTA products are responsibly recycled. ecosteps®, a battery recycling program run by Johnson Controls, ensures a closed recycling loop for automotive batteries. So whenever you choose a VARTA battery, you can be sure that ecosteps helps to promote a cleaner environment and sustainable use of resources. When after a long service life you need a new VARTA battery, act responsibly, contact your nearest ecosteps certified workshop and hand your old battery in for optimum recycling.

To learn more and discover the countries involved, please visit: www.varta-automotive.com
HOW TO CHOOSE THE RIGHT BATTERY

Use this brochure, the VARTA® website or the VARTA BATTERY FINDER app to select the right battery. Going for a battery with a better performance than the one you’re using is always good, but make sure to avoid an inferior product with weaker power output. You will want to consider these factors before replacing your car’s battery:

1. Select correct group size, i.e. the physical battery dimensions. Many vehicles can accommodate more than one group size, others might need an adapter to fit the battery. (as shown in figure on right page)

2. Check the battery polarity layout, as well as the position and diameter of the positive terminal. Some cars require batteries with a smaller terminal.

3. Be sure that cold cranking amps (CCA) fit your vehicle’s electrical system. The higher the number, the better.

Check owner’s manual for special instructions on removing the old and installing the new battery. Also see the battery booklet.

Contact your nearest VARTA certified workshop that will feed the old battery into the ecosteps® recycling loop.

Shortcut to the best battery
The most convenient route for your confidence: simply go to your nearest VARTA certified workshop!
### TECHNICAL INFORMATION

#### Technical diagrams

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#### Adapter types

- **JIS adapter**
  - SAP 537 270
- **Ford adapter**
  - SAP 537 272
- **VW adapter**
  - SAP 537 267

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**Find your battery – easy & online**

Simply scan this QR code to access the VARTA Battery Finder and dealer search on our website [www.varta-automotive.com](http://www.varta-automotive.com)
### Technical specifications

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Backed all the way by a global market leader

VARTA® is powered by Johnson Controls Power Solutions, the global leader in lead-acid automotive batteries and advanced batteries for Start-Stop, hybrid and electric vehicles. In fact, our 50 manufacturing, recycling and distribution centres supply more than one third of the world’s lead-acid batteries to major automakers and aftermarket retailers.

And through our innovations, we are building the advanced battery industry for hybrid and electric vehicles too: we were the first company in the world to produce lithium-ion batteries for mass-production hybrid vehicles.

Our commitment to sustainability is also evidenced by our world-class technology, manufacturing and recycling capabilities.