

POWER NEWS

The Johnson Controls Power Solutions Europe customer magazine

VARTA
BY JOHNSON CONTROLS

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BMW 1 Series with automatic stop-start function as standard

LEADING THE WAY: AUTOMATIC STOP-START WITH AGM BATTERIES

The EU has set out clear guidelines for the reduction of average CO₂ emissions to 120 g/km by 2012. This not only requires advances in engine management systems, but also innovative battery technologies.

More and more manufacturers are following BMW's lead and equipping their vehicles with automatic stop-start.

Already equipped with automatic stop-start technology

BMW 1 Series, 3 Series (standard feature)

Citroën C2, C3

Fiat 500

Kia cee'd

Mercedes A-Class, B-Class

MINI (all models)

Smart ForTwo

Toyota Auris

VW Passat

Source: IHS Global Insight

teries from Johnson Controls always provide optimum starting power, very high energy throughput and impressive cycle stability – essential qualities for handling the repeated charging and discharging associated with micro hybrid systems. Some micro hybrid vehicles are also designed to recover braking energy to save fuel, which is then reliably stored in the innovative AGM battery.

Micro hybrids – a growing market

The market share of micro hybrid vehicles will continue to grow over the next few years:

Future models expected to be launched

Audi A4

Fiat Bravo, Croma, Panda

Mercedes C-Class, E-Class, S-Class

Volvo C30, S40, V50

VW Golf

Source: IHS Global Insight

It is expected that 2.5 million micro hybrid vehicles will be manufactured in 2010, and by 2015 this figure is expected to surpass 10 million. Johnson Controls is already fully prepared for the resultant aftermarket developments and, with the VARTA ULTRA dynamic AGM battery range, guarantees to provide the ideal product.

Estimated production figures for cars with automatic start-stop in 2010

Europe 2.5 million

Asia 300,000

Total 2.8 million Source: IHS Global Insight

This technology, already well known for its use in micro hybrid systems, turns off the engine during short stationary periods, such as at traffic lights, reducing fuel consumption (by between 5% and 10%) and CO₂ emissions. Restarting the engine requires enough available power, but when driving in urban areas batteries often don't charge sufficiently. AGM bat-

VARTA ULTRA dynamic batteries deliver the highest levels of performance for extreme energy requirements and boast superior battery life that's as good as the original. For more information, visit our website: www.varta-automotive.com

Dear readers,

It gives me great pleasure to introduce PowerNews, the new magazine from Johnson Controls Power Solutions Europe and our Europe-wide successor to our previous newsletter.

Four times a year, PowerNews will provide you with an overview of our corporate development and product and marketing innovations. We'll also be providing you with the latest country-specific news, directly from and relevant to your market. Each issue will be rounded off with an overview of new vehicles and the right batteries to fit them, all of a quality as good as the original.

This issue of PowerNews focuses on the popular topic of micro hybrid systems and the opportunities they offer the battery market. We've got the perfect aftermarket solution with the VARTA ULTRA dynamic range featuring AGM technology. In this issue we are also revisiting the PowerFrame technology story – the globally patented innovation for improved starting power and longer battery life.

I hope you enjoy reading this issue. If you'd like to offer any feedback, you can email me at:

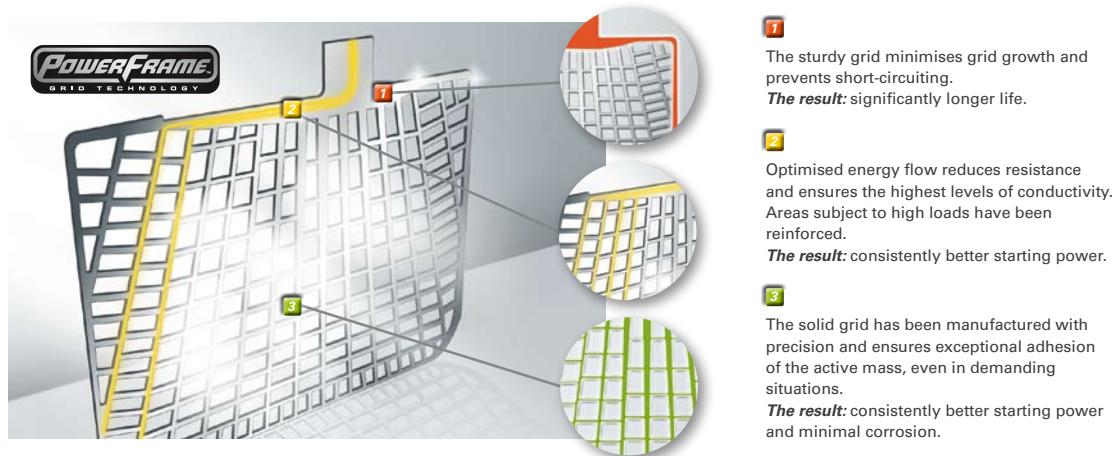
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POWERFRAME – POWER REDEFINED

Johnson Controls has developed an innovative grid technology: with our globally patented PowerFrame technology, VARTA dynamic batteries reach new levels of performance. It offers more starting power at all times and longer battery life compared to all conventional batteries previously available.



Not all grids are created equal. The quality of materials and workmanship has a significant effect on the battery's starting power and life. In order to satisfy the increase in demand resulting from

higher energy consumption, Johnson Controls has developed its innovative, globally patented PowerFrame technology. Unlike conventional grids, the PowerFrame has a sturdy frame and is punched

with precision, reducing damage from mechanical and electrical loads to a minimum. This ensures many years of enhanced starting power and a consistent supply of power, even in extreme situa-

 The sturdy grid minimises grid growth and prevents short-circuiting.
The result: significantly longer life.

 Optimised energy flow reduces resistance and ensures the highest levels of conductivity. Areas subject to high loads have been reinforced.
The result: consistently better starting power.

 The solid grid has been manufactured with precision and ensures exceptional adhesion of the active mass, even in demanding situations.
The result: consistently better starting power and minimal corrosion.

tions. And of course, long life means that batteries need to be replaced less often, which is better for the environment. PowerFrame grids feature in all VARTA dynamic batteries.

THE NEW V CAMPAIGN

The VARTA brand now has over 120 years' experience. State-of-the art technology and the highest levels of expertise are second nature to us, but it's also essential to have an attractive and informative external image. The VARTA campaigns and the new website offer both.



Our slogan, "The power behind. And beyond.", launched in 2007, symbolises the VARTA brand. This same self-confidence, which you would expect from a market and innovation leader, is also currently being demonstrated across various communication media with our latest campaign slogan, "V ist fur VARTA". The "VARTA V" as a symbol of success is at the heart of our message, which

has been individually tailored to each market segment. It emphasises the strengths of our globally recognised brand.

An informative website

Our new website follows this example. It's been optimised in terms of functions and menus, with large images to increase its appeal and aid navigation

by conveying information quickly and accessibly. With extensive product data and downloads available, a dealer locator and eLearning area, the site is a comprehensive source of useful information and offers new perspectives on the VARTA brand.

Find out more at:

www.varta-automotive.com



NEW MERCEDES AND BMW USING LITHIUM-ION BATTERIES

At the start of this year, Mercedes launched a mild hybrid variant of the new S-Class for the first time, for which Johnson Controls-Saft is the sole supplier of Li-ion batteries. From 2010, BMW will also offer a mild hybrid version of its 750i, equipped with Johnson Controls Li-ion batteries. Significant benefits of the system are improved driving dynamics and reduced fuel consumption. Mild hybrid systems use an electric motor to complement the internal combustion engine, providing additional power when pulling away or accelerating. The electric motor also functions as a generator during braking, storing the unused energy in the lithium-ion battery. This results in a reduction in average fuel consumption of around 15 to 25 per cent.

FUNSTART



KICK OFF THE SEASON WITH VARTA MOTORCYCLE BATTERIES

The likelihood that the economic recession will force many motorcycle riders to keep their machines for at least another year places greater stress on key components such as the battery to go the distance. This has to be good news for motorcycle battery business.

This Spring our motorcycle batteries will have a fresh new image – in 4 new versions: **Funstart**, **Funstart AGM**, **Funstart gel** and **Funstart Freshpack**.

Our new 2009 pocket-sized VARTA motorcycle battery catalogue has been updated to include over 300 new models, including the latest BMW bikes such as the R 1200 HPZ sport, and the F800 GS. We'll be sending you your allocation soon.

In-store Competition for motorcycle retailers

We'll also be running a fun promotion targeting the mo-

torcycle market during Spring for all interested distributors. If you supply the motorcycle retail market you should take part! Participating motorcycle shops will display our special display on their counters containing Free Prize Draw cards, which invite bikers to submit a photograph of themselves with their bike, giving the VARTA V hand signal between 15 March and 31 May for the chance to win. Prizes to be given away as part of this Europe-wide competition are 10 GILERA Runner SP 50 scooters and 20 TomTom RIDER satellite navigation systems.

Contact your VARTA Area Sales Manager to participate, or email angie.mavar@jci.com

As the harsh winter continues, we will be reminding bikers that they can take advantage of a free battery check at their nearest participating stockist to ensure that their battery will provide reliable starting for the coming year. Now is the time to ensure those "Free Battery Check" charts are prominently displayed at point-of-sale.

NEW "VARTA HOBBY" LEISURE LINE UP



two additional, popular sizes for leisure applications.

When it comes to mobile energy supply, VARTA Hobby batteries are up to any challenge – even in specialised applications. For caravans, boats, solar installations and industrial applications, it doesn't matter how far you are from the nearest power socket, they provide full power with complete reliability. VARTA Hobby batteries are supplied filled, charged and ready to go.

Brand new for Spring 2009 is the rebranding and range enhancement to the VARTA leisure battery line up. As well as a fresh, new image under the new brand name "Hobby", the range has been updated to include

The refreshed range is supported by a new 6-page leaflet incorporating full specification information. Look out for your copy which you will receive shortly.

In a significant endorsement of our product, the dedicated leisure battery was recently rated among the top 3 in the January 2009 issue of the camping and caravanners' bible, the "Camping and Caravanning" magazine.

Dear Customer,

Firstly, welcome to the new look POWER NEWS, which replaces our regular e-Newsletter. This newsletter combines our European news stories with our local news, and this new format will also become available in hard copy and in future replaces our regular printed "VARTA News".

I'd like to touch briefly on a very important, topical UK issue:

Many customers are asking why despite the massive falls in commodity prices over the past 6 months, battery prices in the UK have only dropped a little since their peak.

The main reason is that the value of £ Sterling has also declined, which effectively increases the cost of importing batteries into the UK. Without a domestic manufacturing base, the UK battery industry is really at the mercy of global economic forces – and as the value of £ Sterling has fallen against all major currencies, the impact is the same irrespective of where batteries are actually manufactured. This problem is not unique to the battery industry – there are a number of other automotive components which have seen price increases due to raw material pricing, but where pricing is now stuck "high" due to the currency effect.

Although the general economic outlook suggests a period of deflation, it seems that in the UK battery prices have already reached their low point, with further inflation on the horizon as the currency weakens.

Best regards



Paul Matarewicz
Managing Director UK and Ireland

IT'S OFFICIAL - THE PROMOTIVE BATTERY GOES THE EXTRA MILE



Confirmation that our VARTA calcium-silver PROmotive batteries provide far greater performance than traditional lead-acid batteries comes from the results of our long term field tests.

VARTA PROmotive batteries were put through an exhaustive four year test programme

against traditional batteries to determine their superiority. The tests were conducted in the harshly cold operating conditions of northern Scandinavia, as well as in tests in Southern Europe. The results were decisive. In the 4 long-term tests conducted, which involved 4 different, challenging applications and environ-

ments, the PROmotive batteries performed significantly better.

We believe the outstanding performance of the VARTA PROmotive translates into a real business advantage for the fleet operator, for whom a reliable, high quality product which lasts longer and mini-

mises downtime will have particular resonance in the current economic climate.

For a full overview of the individual tests conducted and the results, contact your VARTA Area Sales Manager or email angie.mavar@jci.com.

“WHERE TO BUY” FEATURE ON VARTA WEBSITE BRINGS IN BATTERY BUSINESS FOR LOYAL STOCKISTS

We have recently updated our website and invite consumers to use our online database to find their “local VARTA stockist” directly from our homepage.

Having recently reviewed the listings on the site, we are currently in the process of cleansing our database; now is the time to submit your eligible VARTA stockists. All eligible stockists should be included; the criteria for your customers being listed on the site are as follows:

- at least 50% of the outlet's battery purchases are VARTA brand

- they buy at least 500 VARTA branded units per annum
- they have the ability to sell to retail customers

Your VARTA area sales manager must validate your customers, so please get in touch as soon as possible. Once the stockist is loaded, please promote this service to them. Few competitors offer this feature on their websites and it is something we will be promoting (and validating) much more actively in the future.



POWERFUL VARTA BATTERIES AS GOOD AS THE ORIGINAL

Every year, car manufacturers bring out new models, most of them equipped with lots of electronic equipment. These require high-quality batteries that can be relied upon unconditionally – today

and tomorrow. When replacing the battery, it's important to fit one that's as good as the original, as this is the only way to make sure that the vehicle's power requirements continue to be met.

Johnson Controls Power Solutions Europe is prepared for such situations, with batteries to fit even the newest cars. This overview lists the latest models and the VARTA batteries for them as recom-

mended by Johnson Controls. As a high-end product for vehicles which demand high performance, we particularly recommend the VARTA SILVER dynamic range.

MODEL	LAUNCHED	ENGINE	ULTRA	SILVER	BLUE
	BMW 3 Series Touring	Sep 08	Petrol/Diesel	595 901 085*	600 402 083**
		Nov 08	Petrol/Diesel	595 901 085*	
	Citroen C3 Picasso	Mar 09	Petrol		554 400 053
		Mar 09	Petrol		563 400 061
	Mercedes Benz GLK	Oct 08	Petrol/Diesel	595 901 085*	
		Sep 08	Petrol/Diesel		560 410 054
	Peugeot 308 CC	Mar 09	Petrol		563 400 061
		Mar 09	Diesel		577 400 078
	VW Golf VI	Oct 08	Petrol		563 400 061
		Oct 08	Diesel		577 400 078
	Scirocco	Aug 08	Petrol		563 400 061
		Aug 08	Diesel		577 400 078

New information will be included in the next edition of the VARTA application guide.
The battery search at www.varta-automotive.com is constantly updated.

* AGM technology

** Not suitable for automatic stop-start