**Johnson Controls launches new VARTA® automotive product portfolio**

* EFB and AGM batteries complete the VARTA Dynamic Trio
* Upgrade choice for extra reliability or premium performance
* Online competition for workshops: 2014 VARTA Battery Championship

**Hannover– 5th June 2014.**Johnson Controls, a global multi-industrial company and leader in conventional automotive batteries and advanced batteries for Start-Stop, hybrid and electric vehicles, is launching a new VARTA automotive battery product range into the market. The Dynamic Trio (BLACK, BLUE and SILVER) will be complemented by two cutting-edge technologies AGM and EFB.

The number of demanding and environmentally-conscious customers is increasing. Nowadays, car drivers look for high-performance batteries with high starting power, longer life cycle and eco-friendly produced to highest quality standards.In response to these trends, Johnson Controls has added the AGM and EFB batteries to the tried-and-tested VARTA Dynamic Trio (SILVER, BLUE and BLACK), thus offering a new automotive product range. With the new VARTA automotive product range Johnson Controls can serve today’s car market and provide the right battery for all types of cars and consumers. The newly added AGM and EFB batteries are the perfect complement to any car– from drivers of their very first car to drivers of the most highly equipped vehicles with highest energy demands. Both batteries come with a longer service life performance and stand for reliability and high starting power thanks to PowerFrame® grid technology.

**New Products in the VARTA Dynamic Trio Battery Range**

The VARTA BLUE Dynamic EFB battery is characterized by twice the level of endurance than conventional batteries. It fits perfectly to vehicles with a higher energy demand and the exact fit battery for cars with conventional Start-Stop functionality.

The VARTA SILVER Dynamic AGM battery– a quality product made in Germany – stands for highest starting power, faster conductivity and offers three times the level of endurance than conventional batteries. With the new VARTA SILVER Dynamic AGM, customers will get the best technology for their car. It is also the exact fit battery for vehicles with advanced Start-Stop functionality with regenerative braking.

**New opportunities to meet car drivers’ needs**

With its new VARTA Dynamic Trio, Johnson Controls provides workshops and partners the best products in line with the changed market requirements. Both products – EFB and AGM – have gone through a remarkably clean manufacturing process with 20 % less energy consumption and 20 % less greenhouse gas emissions. They are also a part of the closed recycling loop of ecosteps® – a program that Johnson Controls initiated to express its commitment to the conservation of natural resources while protecting the environment. “Nowadays, consumers increasingly ask for eco-friendly and high-quality products made in Europe,” says Ruben Gomez Fernandez, Marketing Director of Johnson Controls Power Solutions EMEA. “Technically advanced, eco-friendly batteries with an extended life cycle such as the VARTA BLUE Dynamic EFB or the VARTA SILVER Dynamic AGM are the best solutions for demanding customers who request higher performance batteries for their car even with Start-Stop or without.”

**2014 VARTA Battery Championship**

In order to familiarize workshops with the new products and technological changes, Johnson Controls has developed an online workshop competition for workshops: the VARTA Battery Championship. By participating in this online competition, workshops can learn more about the products and the underlying technology. The acquired knowledge enables them to make the most of new market opportunities and to find the best solution for each consumer according to his individual requirements. For more information and registration, please visit www.varta-automotive.com.

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**About Johnson Controls Power Solutions**

Johnson Controls Power Solutions is the global leader in conventional automotive batteries and advanced batteries for Start-Stop, hybrid and electric vehicles. Our 50 manufacturing, recycling and distribution centers supply more than one-third of the world's lead-acid batteries to major automakers and aftermarket retailers. Through our innovations we are building the advanced battery industry for hybrid and electric vehicles. We were the first company in the world to produce lithium-ion batteries for mass-production hybrid vehicles. Our commitment to sustainability is evidenced by our world-class technology, manufacturing and recycling capabilities.