**Johnson Controls to present new VARTA® automotiveproduct portfolio at Automechanika 2014**

* EFB and AGM batteries complete the VARTA Dynamic Trio
* The next generation of the VARTA Start-Stop Service Program (VSSP 2.1) helps workshops replace batteries
* Exclusive launch of an innovative battery solution in the field of commercial vehicles
* Battery technologies for hybrid and electrical vehicles

**Hanover – 14 August 2014.** Johnson Controls Power Solutions, a global multi-industrial company with established core businesses in the automotive, building, and energy storage industries, will be presenting its new VARTA automotive product portfolio from 16 to 20 September at Automechanika 2014 in Frankfurt. Wholesalers, workshops, and other partners will be able to familiarise themselves with the new battery solutions and services by visiting stand C41 in hall 3.1.

**New products in the VARTA® Dynamic Trio**

The most important development is that Johnson Controls has added batteries with AGM and EFB technology to the tried-and-tested VARTA Dynamic Trio, which comprises the BLACK, BLUE and SILVER product lines. With the new VARTA automotive product range, Johnson Controls can serve the entire car market and provide the right battery for all types of car and consumer.

“The new VARTA automotive product portfolio offers tailored solutions that meet the many needs of today’s motorists,” says Ruben Gomez Fernandez, Marketing Director of Johnson Controls Power Solutions EMEA. “The new VARTA SILVER Dynamic AGM and VARTA Blue Dynamic EFB batteries represent the ideal solution for environmentally conscious customers who would still like batteries with increased performance and reliability – as both models go through an exceptionally clean manufacturing process.”

**The latest VSSP generation and a battery solution for commercial vehicles**

Johnson Controls will also be using Automechanika to present the next generation of the VARTA Start-Stop Service Program (VSSP 2.1). The expanded VSSP 2.1 enables workshops to carry out all battery replacements in a quick and straightforward manner.

A further highlight: at the trade fair, Johnson Controls will also be unveiling its latest pioneering innovation for commercial vehicles. Thanks to outstanding reliability and an unbeatable service life, it is set to reduce the risk of downtime.

**Looking ahead: battery solutions for the vehicle needs of tomorrow**

Challenges such as climate change and dwindling resources make it necessary to develop new, eco-friendly vehicle technologies that either completely or partially remove the need for combustion engines. And electric motoring plays an ever more important role here. “We’ll be looking ahead to the future of motoring,” explains Fernandez. “Whether batteries for hybrid or electric vehicle, Johnson Controls already has the solutions for the energy requirements of tomorrow’s vehicles. We would like to invite workshops and partners to discover the future of mobile energy and the solutions offered by Johnson Controls at Automechanika.”

Visitors to Automechanika 2014, which will be held from 16 to 20 September in Frankfurt, can find out about these and other innovations as well as the complete range of Johnson Controls products and services by going to stand C41 in hall 3.1.

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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.