



# FIAMM READIES NEW RANGE OF STOP-START BATTERIES IN FRANKFURT

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2 August 2018: Fiamm Energy Technology, the Italian automotive and industrial lead battery business unit taken over by Hitachi Chemical in February 2017, will present an international preview in September of a new range of batteries designed for start-stop vehicles.

At Automechanika in Frankfurt, Germany the company will show from September 11 to 15 its new ecoFORCE range of batteries, which include AGM and EFB technology for 15 specific models for European and Asian cars.

The batteries will be available on the market in the first quarter of 2019, the firm said.

"Stop-start batteries market volume in the aftermarket is growing every year, therefore our interest is to enlarge the product range to offer a complete portfolio to our customer base. We have no concerns as to the future of the industry, as we estimate the EU stop-start battery market to be approximately 25 million units by 2025," a spokesperson said.

In June, Fiamm said it was aiming to 'optimize the integration process' between new owner Hitachi's lithium focus and developing new models of lead batteries produced in Italy to be distributed in Asia by Hitachi.

"Over time, the market demand will shift towards lithium but lead is still a major resource also within the industrial field," an official said.