

**THE FIRST  
ORIGINAL  
TRUCK AGM**



# UNLOCK YOUR TRUCK'S FULL POTENTIAL.

**VARTA® ProMotive AGM**

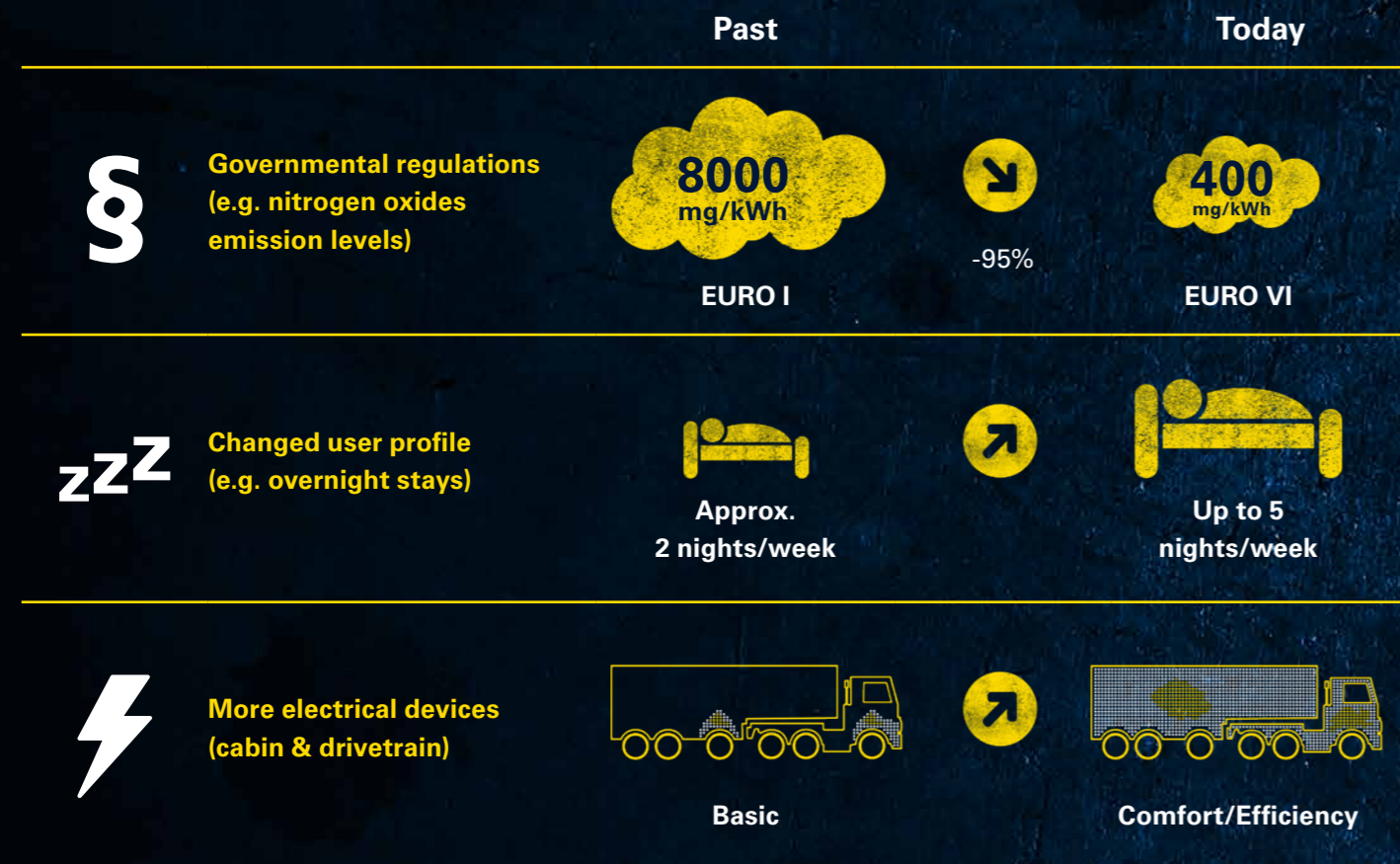


Visit our portal [varta-automotive.com/fleet](http://varta-automotive.com/fleet) and get an appointment with our experts to optimize your fleet's TCO.

*It all starts with*  **VARTA®**

# TRUCKS AND BATTERY REQUIREMENTS HAVE CHANGED ENORMOUSLY.

Over the past years, commercial vehicles have changed a lot. Not only because of governmental regulations implementing higher emission standards, but also because of more overnight stays, more comfort devices in the cabin and drivetrain, and an increasing tendency to retro-fit additional energy consumers like parking coolers/heaters.



## How does this impact the battery?

- ▶ Increased vibration resistance required to cope with end-of-frame installation
- ▶ Demand for enhanced charge acceptance to recharge faster during shorter driving times
- ▶ Larger numbers of cycles required to cope with increased amount of overnight stays
- ▶ Increased depth of discharge to support comfort functions like the parking cooler/heater

These higher demands on the batteries mean: fitting a conventional battery to these well-equipped long-haul trucks will lead to a shorter battery lifetime, an increased risk of potential breakdowns and an unnecessary TCO increase as these batteries are not suitable for most modern applications.

The market will continue to develop quickly. Modern trucks will come with start-stop, boosting functions, sailing/coasting and eco-rolling functions. Alongside the trend to increase electrification, the main change will be the further reduction of the engine-on driving time available to recharge the vehicle's battery.

# HOW DO THESE CHANGES AFFECT FLEETS?

These changes will challenge fleets in three very important aspects of their business:

## 1. TOTAL COST OF OWNERSHIP

Conventional batteries fitted in the latest generation of commercial vehicles will lead to a larger number of battery failures, increasing the battery-related TCO. Choosing the correct battery technology for specific applications is an important lever when trying to reduce TCO.

## 2. RELIABILITY

Only choosing the right battery technology for the various different applications of your fleet can ensure maximum reliability of your fleet's timing commitments. Using the wrong technology increases the risk of breakdowns, resulting in lost delivery slots.

## 3. EMPLOYEE SATISFACTION

With the rising numbers of overnight stays, truck drivers wish to have a highly equipped vehicle with all fittings and comfort like hoteling functions and parking coolers/heaters. Installing the right battery to handle these power demands goes a long way to ensure employee satisfaction.



VARTA ProMotive batteries always offer suitable solutions. Like cogwheels, they work together to ensure successful business in the commercial vehicle market: with a reduced TCO, perfect fit, reliable battery technologies for each area of application and satisfied employees.

**Many electrical devices put a drain on the battery.**

In recent years many comfort features such as hoteling functions (sleeping, entertainment, cooking) and parking coolers/heaters have been added. Also, fuel-saving measures like passive-boost and sailing/coasting need to be powered. These changes put higher drains on the batteries resulting in extensive discharging. To cope with these changes, battery technology needed to evolve. Therefore VARTA, the technology market leader and main OE supplier, has developed a new truck battery technology.

**VARTA ProMotive AGM.**

# THE BEST SOLUTION TO OPTIMISE YOUR TCO.

To answer these innovative changes in the commercial vehicle segment, VARTA launches the VARTA ProMotive AGM truck battery: the first original Truck AGM battery which has been developed in collaboration with leading commercial vehicle manufacturers.

Features include: absorbent glass mats ruling out the possibility of battery failures due to acid stratification, the highest vibration resistance, modern fuel-saving functions like start-stop and an ability to deliver reliable performance at even low state of charges.

# VARTA PROMOTIVE AGM.



**VARTA ProMotive AGM:**

- ▶ 6 times the cycle life compared to conventional batteries
- ▶ For advanced hoteling functions with parking cooler/heater
- ▶ Designed for end-of-frame installation (EURO 5/6) due to highest vibration resistance

**Unlock your trucks' full potential.**

VARTA ProMotive AGM is designed for heavy commercial vehicles. It is the only battery for unlocking the highest demanding applications and power consuming functions including parking cooler/heater without the battery wearing out and causing downtime.

The new VARTA ProMotive AGM truck battery is not only ready to cope with the challenges of today's technology. It has been designed in collaboration with leading commercial vehicle manufacturers to be ready once today's innovations have become standard features.



Patented PowerFrame® grid for reliable starting power, fast recharge and corrosion resistance.



Meets all original criteria of the commercial vehicle manufacturer.



For advanced hoteling functions with parking cooler/heater.



Highest vibration resistance.



Fulfils all of the requirements of governmental regulations on higher emission standards.

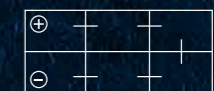


Suitable for end-of-frame installation.

**Technical information**

VARTA Code	Short Code	Ah	Voltage	A (EN)	Overall dimensions in mm			Case size	Weight (kg)	Layout
					L	W	H			
... E65 2										
710 901 120	A1	210	12 V	1200	518	276	242	Typ C	61.0	3

Layout 3



Base hold-down B00



























Terminal types 1



# THE PERFECT BATTERY TECHNOLOGY FOR EVERY VEHICLE AND APPLICATION.

VARTA ProMotive batteries are the first choice for fleet managers, offering a specific solution for every energy demand level. VARTA ProMotive batteries are specifically designed for modern trucks and highly equipped commercial vehicles to meet increasing

requirements of electrical loads, end-of-frame installation and more overnight stays. Our VARTA Truck Portal can assist in identifying the ideal battery technology for your application.

	Demand level	Vibration resistance	Charge acceptance	Cycle life	Depth of discharge
 <p><b>VARTA ProMotive AGM</b> (Absorbent Glass Mat)</p> <ul style="list-style-type: none"> <li>5 or more overnight stays per week</li> <li>parking cooler/heater</li> <li>start-stop</li> </ul>	<p><b>Highest</b></p> 				
 <p><b>VARTA ProMotive EFB</b> (Enhanced Flooded Battery)</p> <ul style="list-style-type: none"> <li>up to 5 overnight stays per week</li> <li>no parking cooler/heater</li> <li>no start-stop</li> </ul>	<p><b>High</b></p> 				
 <p><b>VARTA ProMotive SHD</b> (Super Heavy Duty)</p>	<p><b>Basic</b></p> 				
 <p><b>VARTA ProMotive HD</b> (Heavy Duty)</p>	<p><b>Low</b></p> 				



## THE VARTA TRUCK PORTAL.

The VARTA Truck Portal is a new service, training and information platform especially for fleet managers of heavy commercial vehicles.

**The most important features:**

**1. Battery Finder**

Based on your input the Battery Finder will explain and recommend the best available option for maximum performance and TCO savings.

**2. TCO calculator**

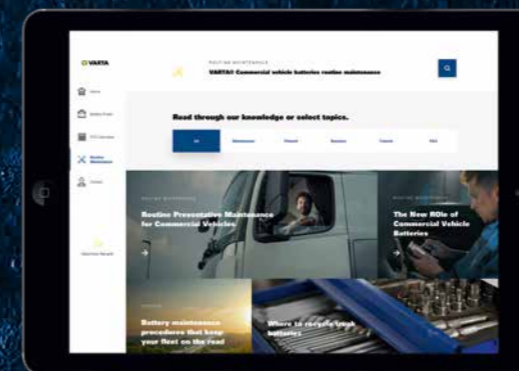
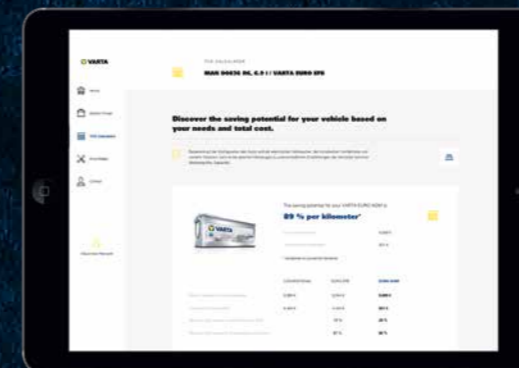
The TCO calculator will help you to understand the TCO saving potential of choosing the right battery technology.

**3. Maintenance**

Receive support in how to maintain the batteries in order to get the maximum performance from your application and prolong the service life for maximum TCO saving potential.

**4. Knowledge section**

This will help you to better understand the role of the battery in the vehicles as well as give valuable insights into various topics in the field of battery technology and market trends to manage the future.



Clarios is a world leader in advanced energy storage solutions. We partner with our customers to meet increasing market demand for smarter applications, on a global scale. Our employees develop, manufacture and distribute a portfolio of evolving battery technologies for virtually every type of vehicle. Technologies that deliver uniquely sustainable, next-generation performance, and bring reliability, safety and comfort to everyday lives. We add value at every link in the supply chain, contributing to the progress of the communities we serve and the planet we all share.

Learn more about Clarios at [www.clarios.com](http://www.clarios.com)



We are constantly improving and working on the efficiency of our supply chain processes to ensure a high quality service for you. To satisfy the continuously growing demand of batteries we opened our new, state of the art distribution center in Plazy, Czech Republic. With its location close to Prague, the distribution center has an excellent connection to several motorways. This is the biggest and most modern distribution center in the EMEA region so far,

and will replace the 15 warehouses Clarios operated in and around the city of Zakupy in the past. On 23,000 m<sup>2</sup> up to 1.5 million batteries will be stored and prepared for delivery centrally from now on. Our new distribution center had to be designed according to the highest standards in regards to environmental, security and fire protection policies, as well as quality customer service. As the first warehouse in Czech Republic it has been registered with the LEED v4 certification for sustainability.

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