

Exide launches 'When Leaders Trust' campaign, driving AGM battery sell-out with OEM-level confidence

- **Impactful new brand campaign strengthening AGM sell-out at POS, trade and digital**
- **Strong OEM trust: 70% of European car brands rely on Exide AGM**
- **Made in Europe, 100% checked, zero compromise AGM quality for aftermarket growth**

Gennevilliers, France (26/03/2026) – Exide Technologies (www.exidegroup.com) – Exide Technologies, a leading provider of innovative and sustainable battery solutions for automotive and industrial applications, has launched its new global 'When Leaders Trust' campaign, designed to strengthen sell-out performance across distributors, workshops, and points of sale. The campaign underscores Exide's status as one of Europe's most trusted AGM battery manufacturers, relied on by leading vehicle brands and available to the aftermarket in identical OEM quality.

Brand investment built for frontline communication: POS, trade, and digital

The campaign's visuals and messaging are designed to deliver bold and consistent brand impact across point-of-sale materials, digital channels, trade media, and distributor communication. By providing a coherent and premium narrative, the initiative aims to support partners in enhancing brand awareness, strengthening their AGM portfolio and driving conversion.

OEM trust converts into aftermarket confidence

70 percent of European vehicle manufacturers rely on Exide AGM batteries from the start. Exide's aftermarket AGM batteries are produced in Europe with identical design, on the same manufacturing lines, using the same materials and processes, and subject to the same stringent quality controls applied to OE. For workshops, this ensures true "like-for-like" replacements and a dependable first-time fit. For distributors, it provides a high-value AGM portfolio supported by proven OEM performance and strong market credibility.

AGM excellence – engineered beyond the standard

The campaign reinforces the advantages Exide partners can rely on:

- **100 % checked, zero compromises:** Double inspection points, real-time monitoring, verified suppliers, and unique battery tracking
- **Built for safety:** Stable power for modern electronics and safety-relevant systems; including ADAS
- **High cycling & long life:** Market leading capacity to handle intensive electrical loads in xEVs and start-stop cycles
- **OEM legacy:** Next generation design, built in Europe using proven OE expertise.
- **Ready for xEV demands:** Developed for mild- and micro-hybrids up to advanced electrified platforms.
- **Smart technology:** Robust reliability, long service life and high recyclability. Strong cycling performance under frequent start-stop operation and heavy electrical loads.

Press Release

Visuals that communicate with clarity

The campaign is brought to life through bold, attention-grabbing creative motifs that convey trust, performance and leadership. Designed for consistent impact across all customer touchpoints - from trade media to point-of-sale and workshops - it supports a strong, recognizable presence for Exide and its partners within a competitive AGM market, clearly demonstrating the benefits they can rely on.

Powerful message backed by real technology

Daniel Royer, SVP Automotive Division at Exide Technologies, said: "When leaders trust Exide, it sends a powerful message to the automotive aftermarket. Our AGM technology is checked to the highest standards, built in Europe, and proven by OEMs. It reflects the sector's growing need for such technology – and the investment needed to power production, engineering and sustainability – with Exide leading the way."

"This campaign builds on what our partners already know — Exide's AGM lineup is best in class," said Alain Lez, Sr. Business Director Sales Automotive AM at Exide Technologies. "By giving distributors and workshops clear messaging and strong visibility assets, we help promote our brand and technology with confidence and create added value at every customer touchpoint."

To learn more about Exide's AGM portfolio, visit [Exide Start-Stop AGM - Car Battery | Exide](#)

About Exide Technologies

Exide Technologies (www.exidegroup.com) is a leading provider of innovative and sustainable battery storage solutions for automotive and industrial applications. With more than 135 years of experience, Exide has developed and globally marketed innovative batteries and systems, contributing to the energy transition, and driving a cleaner future. Exide's comprehensive range of lead-acid and lithium-ion solutions serves various applications, including 12V batteries for combustion and electric vehicles, traction batteries for material handling and robotics, stationary batteries for uninterruptible power supply, telecommunication, utility in-front-of and behind-the-meter energy storage and propulsion batteries for submarines and more. Exide Technologies' culture and strategy are centered around recycling, sustainability, and environmental responsibility, reflecting the commitment to being a responsible corporate citizen.

The company has 11 manufacturing and 3 recycling facilities across Europe, ensuring resilience and a low CO₂ footprint with a local supply chain. Exide Technologies is committed to superior engineering and manufacturing. With a team of 5,000 employees, the company provides €1.5bn of energy storage solutions and services to customers worldwide, every year.

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