

Exide Technologies hosts exclusive training sessions at Autopromotec 2025

- **Join Exide Technologies at the Bologna Trade Fair between May 21st and 24th for exclusive training sessions**
- **Training will focus on future mobility, AGM and EFB batteries, commercial vehicle battery technology, battery testing and maintenance**
- **Visit Exide Technologies at hall 14, stand E26 for first-hand expert knowledge**

Gennevilliers, France (19/5/2025) – Exide Technologies (www.exidegroup.com), a leading provider of innovative and sustainable battery solutions for automotive and industrial applications, will give this year's **Autopromotec** visitors the exclusive opportunity to participate in a series of live training sessions on relevant battery market and technology topics, such as:

AGM and EFB car batteries: What is the difference between AGM and EFB? Why does this matter? Exide's experts will illustrate the disparities and why selecting the correct battery is vital.

Batteries for commercial vehicles: Visitors can learn about new, emerging technologies and explore Exide's new range, emphasizing the importance of picking the *right* battery.

Battery testing and maintenance: There will be invaluable information that will help distributors and technicians maximize, not just sales, but the lifespan of batteries with effective tools and best practice techniques.

Electrification and 12V batteries: Delegates can discover market trends and the vital role of the 12V battery in electric vehicles.

Designed for aftermarket professionals, from trade experts to installers, the sessions aim to deliver relevant, hands-on knowledge that simplifies the complexities of the battery business and supports battery service and sales. Training will be conducted by Exide's technical and training experts in both Italian and English.

Visitors have three options to enroll for the training sessions

Visitors can either reserve a spot for one of the training sessions by contacting their Exide Technologies sales representative, book their slot directly at the counter during the event, or enroll online before the show. [Click here](#) for a detailed agenda and the online enrollment form.

Training is a focus, but Exide also puts its brand-new product ranges on display

To complement the insightful and value-adding training sessions, visitors will be able to have an exclusive first glimpse of Exide's new Commercial Vehicle range. The Exide Light Vehicle battery portfolio will also be on full display in its new, impactful livery. The smart new color-coded labelling makes the correct battery selection easier for distributors and technicians alike.

An interactive demonstration of Exide's suite of digital tools and workshop accessories will also be accessible, all designed to enhance efficiency and reduce replacement times.

For more information, join the Exide Technologies team at stand n° E26 in hall 14 at the Bologna Trade Fair (Fiera die Bologna) from May 21st to May 24th, 2025 or visit exidegroup.com.

Press Release

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 €1.6bn of energy storage solutions and services to customers worldwide, every year.

Media Contact

Jutta Steins
(Communications Specialist)
jutta.steins@exidegroup.com
+49-60 42 / 81-595
www.exidegroup.com