

Exide Technologies heads to Bologna to show the future of battery technology at Autopromotec 2025

- Exide to demonstrate the latest 12V battery market and technology trends at Bologna Trade Fair between 21st and 24th May
- Products, workshop tools and live face-to-face training part of 'piazza style' stand theme
- Showcasing Exide Light Vehicle batteries with smart new labels and an exclusive sneak-preview of the new upcoming Commercial Vehicle battery line-up
- Exide to exhibit in Hall 14, Stand E26

Gennevilliers, France (7/4/2025) – Exide Technologies (www.exidegroup.com) – Exide Technologies, a leading provider of innovative and sustainable battery solutions for automotive and industrial applications, will give **Autopromotec** visitors the unique opportunity to engage in live and exclusive training sessions. These will be designed to highlight industry trends, latest battery technologies and the role of the 12V lead-acid battery for xEVs and sustainable mobility.

During the three-day event at the Bologna Trade Fair (Fiera di Bologna), between the 21st and 24th May, the **Exide Academy Corner** will be a dedicated and comfortable space for workshop technicians and distributors to absorb crucial information about battery-related topics – insights that will help them thrive, both now and in the future.

The sessions will be presented by Exide's technical and training experts, all of whom will be bringing Exide's OEM pedigree to the stage. Training will be conducted in both Italian and English. Visitors can book their spots with their Exide sales representative, or they can present themselves directly at the stand during Autopromotec.

Highlights and exhibits

Away from the training arena and to its welcoming, Italian-inspired 'piazza style' stand, Exide will add some flair to Autopromotec by offering visitors an exclusive look at its new Commercial Vehicle lineup of batteries and updated labelling – set to launch later in the year.

Furthermore, a presentation of Exide's Light Vehicle batteries, in its impactful new branding and clear new color coding by technology, will be on full display. The company's sales and marketing team will be on-hand to explain the livery changes and what it means for customers.

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

A partner for now and the future

Every single component of Exide's Autopromotec participation is intrinsically linked; its strategy is to show visitors what the future of battery technology holds, and which solutions Exide, as a leading European OEM, can offer aftermarket distributors and installers alike.

Press Release

With a warm but striking stand design to complement the face-to-face training, product presentations and tool demonstrations, Exide is determined to bring customer-centric solutions to Bologna and demonstrate how it is **Energizing a new World**.

Davide Massaro, Sales Manager Italy at Exide Technologies, commented: “We are thrilled to once again participate in the vibrant Autopromotec show. We eagerly anticipate engaging with our valued customers and business partners from Italy and around the world. This event provides an excellent opportunity for meaningful discussions and collaborations that will propel our business forward together.”

For more information about Exide Technologies, visit [Home | 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 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.

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