

Exide Technologies unveils a fresh new label design for its Automotive Light Vehicle range to simplify battery selection

- Exide reveals new label design – with easy product identification the priority
- Entire Exide Light Vehicle product portfolio featuring color-coded labels, differentiated by battery technology
- Exide Start-Stop Auxiliary batteries moved into AGM range
- Rollout to commence during Q1 2025

Gennevilliers, France (12/02/2025) – Exide Technologies (www.exidegroup.com), a leading provider of innovative and sustainable battery solutions for automotive and industrial applications is pleased to reveal that the labeling of its **Exide Light Vehicle battery range** has been updated with a contemporary design that significantly simplifies battery selection.

The new unified labels feature a clear color-coded design based on the corresponding battery technology, making it **even easier** for automotive aftermarket distributors and technicians to choose the correct battery. Adhering to Exide Technologies' new corporate identity, this update will also enhance brand awareness and brand recognition at the point of sales.

Exide's LV battery range includes **Exide AGM, EFB, Premium, Excell, and Classic**. To ensure consistency with the latest fitments in hybrid and electric vehicles, **Exide Start-Stop Auxiliary** batteries have been integrated into the Exide AGM range.

The rollout of the new Exide LV label design will start during the first quarter of 2025. To ensure a smooth transition, the newly labeled products will retain their existing article codes, allowing distributors to order as normal.

Continuing to innovate

This is the next step in Exide's ongoing **Energizing a New World** journey. Launched four years ago, this initiative has focused on customer excellence, innovation, and sustainability. Since then, the company has redefined its brand values, introduced a new corporate identity, and revolutionized its automotive aftermarket business, setting a new industry benchmark.

Daniel Royer, Senior Vice President of the Automotive Division at Exide Technologies, said: "This latest innovation from Exide further illustrates our commitment to customer excellence. We not only offer best-in-class Automotive batteries with a strong OE pedigree, but we also continuously strive to enhance our added-value offerings to the aftermarket while simplifying battery selection for customers and end-users."

Going forward, Exide will implement the new label design with technology-based identification across the rest of its market-leading Automotive battery ranges, including Commercial Vehicle, Marine & Leisure, and Motorbike & Sport batteries.

For more information about the Exide LV battery range, visit [Light Vehicle | Exide](#)

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 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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