

Exide Technologies to demonstrate OEM pedigree at Automechanika Dubai

- Exide to highlight complete battery portfolio and leading brands at Automechanika Dubai between 9 and 11 December
- Exhibition held at Dubai World Trade Centre
- Last year's event welcomed 48,000 visitors from 149 countries
- Visit Exide Technologies in Hall Z1 Stand D32

Gennevilliers, France (12/04/2025) – Exide Technologies (www.exidegroup.com) - Exide Technologies, a leading provider of innovative and sustainable for automotive and industrial applications, will present its OEM battery pedigree at Automechanika Dubai – the largest international trade show for the automotive aftermarket in the Middle East and North Africa (MEA) region.

Last year's event welcomed over 48,000 visitors from 149 countries. From December 9 to 11 at the Dubai World Trade Centre, Exide Technologies will showcase its renowned first brands – Exide, Tudor, and Fulmen – alongside its comprehensive product portfolio, including battery solutions for Light Vehicle (LV), Commercial Vehicle (CV), Motorcycle, and Marine & Leisure applications.

While a European manufacturer, Exide Technologies is investing continuously in regions and markets outside of the continent, and its participation at Automechanika Dubai is another illustration of that commitment.

Showcasing advanced battery solutions across all segments

During Automechanika Dubai, Exide will highlight several key innovations tailored to the unique demands of the region:

- Exide Technologies' **Light Vehicle battery range**, in its new impactful branding and clear color coding by technology – with a special focus on Exide's heat resistant batteries, engineered specifically for high-temperature markets, like the Middle-East, will be on display.
- The recently **upgraded CV battery range** for heavy-duty applications, including Exide GEL PRO, EFB PRO, SHD PRO and HD PRO – delivering outstanding reliability, vibration resistance and longer life for demanding operating conditions.
- Electrification and 12V batteries - visitors can discover market trends and learn about the **vital role of the 12V battery in electric vehicles**.

Exide looks forward to welcoming industry professionals, partners and prospects to its stand (Hall Z1 Stand D32) where visitors can explore the company's latest battery solutions and learn how its OEM expertise translates into long-lasting performance for vehicles and equipment across the MEA region.

Gianluca Zucchetti, Director Export Automotive AM at Exide Technologies, said: "The MEA region is a significant one for Exide, and to have the opportunity to showcase our battery solutions and converse with industry stakeholders is *too* good an opportunity to miss. We look forward to updating visitors about new and emerging technologies, as well as answer questions about trends, opportunities and challenges in the automotive aftermarket."

For more information about Exide Technologies, [Home | 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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