

Exide Technologies at Automässan 2026: Live training, next-gen AGM batteries, and interactive experiences take center stage in Gothenburg

- **Exide to showcase AGM and xEV battery solutions, as well as its new CV battery lineup, at Automässan 2026 between 14 and 17 January**
- **Expert training and quizzes, plus Moto2 display, will be part of interactive, dynamic theme – meet and greet with popular Swedish presenter on Friday**
- **Exide, Tudor and Sonnax battery brands on display**
- **Visit Exide at the Swedish Exhibition and Congress Centre, Gothenburg on stand C03:42**

Gennevilliers, France (14/01/2026) – Exide Technologies (www.exidegroup.com) – Exide Technologies, a leading provider of innovative and sustainable battery solutions for automotive and industrial applications, will give Automässan visitors the unique opportunity to engage in live and exclusive training sessions and quizzes. 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.

On its interactive and engaging stand at the Swedish Exhibition and Congress Centre in Gothenburg – the largest exhibition in the Nordics for the automotive service and aftermarket sectors – a Moto2 bike will be on display, while Exide’s AGM and xEV future mobility solutions – in Exide, as well as Tudor and Sonnax brands – will drive the product focus during the four-day event.

Furthermore, Exide will showcase its new Commercial Vehicle lineup of batteries and updated labelling, launched in the last quarter of 2025. Meanwhile, 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.

Completing its exhibit, an interactive demonstration of Exide’s suite of digital tools and workshop accessories will be accessible, all designed to strengthen efficiency and reduce replacement times.

Expert training and quizzes a compelling reason to visit Exide’s stand

Exide’s series of short but practical training sessions is the headline of its exhibition at Automässan. Delivered by Exide’s experts, these will bolster installers and distributors’ knowledge of AGM and xEV solutions, giving them confidence when fitting and selling these modern batteries. Visitors can register directly on the stand.

On Friday, 16 January, visitors can participate in interactive quizzes, presented by Rickard Olsson. This gives them an opportunity to demonstrate their skills and compete against colleagues to win prizes.

Magnus Ekström, Sales Director Automotive Nordics, said: “Electrification is one of the central focus areas of Automässan 2026, so our best-in-class AGM batteries and xEV trainings are the perfect product showcase and talking point. The trio of products, education and entertainment is a powerful mix, one that we are confident will intrigue visitors and prompt them to stop and interact with a member of our team.”

Press Release

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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