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CTEK RB 1500 BOOSTER Wins SEMA Media's Choice Award

CTEK is proud to announce that the CTEK RB 1500 BOOSTER, unveiled at SEMA on November 3, has been named a winner of the 2026 SEMA Media's Choice Award at the SEMA Show in Las Vegas.

The award recognizes products that stand out for their innovation, technical achievement and contribution to the automotive aftermarket, placing the RB 1500 among the standout new products showcased at this year's event.

The SEMA Media's Choice Awards are judged by a panel of automotive journalists and industry experts who evaluate the thousands of products unveiled during the show. Winners are selected for demonstrating innovation, engineering excellence and market relevance.

The award represents an especially significant milestone for CTEK, coming just days after the official unveiling of the RB 1500 jump starter at SEMA 2026.

"To receive this recognition so quickly after unveiling the RB 1500 at SEMA makes the award even more special," said Henrik Fagrenius, CEO of CTEK. "The RB 1500 represents our commitment to delivering high-quality, reliable battery support solutions that solve real challenges for users. This award is a great start for the product and gives us a strong foundation as we build momentum behind the global launch."

Designed to deliver dependable starting power when it matters most, the RB 1500 jump starter combines professional-grade performance, portability and ease of use in a compact package. Developed to meet the needs of both automotive professionals and enthusiasts, it expands CTEK's growing portfolio of premium battery support solutions.

This latest recognition reinforces CTEK's reputation for developing innovative, reliable products trusted by drivers, workshops, dealerships and vehicle manufacturers worldwide. It also provides strong early validation for the RB 1500 BOOSTER as CTEK continues its global launch program.

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