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FIAMM Energy Technology to supply Ford with start-stop batteries

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FIAMM Energy Technology SpA, Vicenza, Italy, one of European leading supplier of automotive batteries, will provide its **Advanced Flooded Battery (AFB)** battery technology to power **Ford start-stop vehicles**.

For over 70 years, FIAMM has been the leading brand supporting motorists, with its Italian production of starter batteries for cars, motorcycles and commercial vehicles intended for the principal car manufacturers and for the spare parts market. Over 2,000 garages, car electrician workshops and spare parts dealers rely on FIAMM products on a daily basis throughout Italy. FIAMM serves over 2,000 customers across the world.

FIAMM Energy Technology is also the supplier of original equipment batteries for some of the most important car manufacturers which have chosen the Italian company to equip their vehicles.

FIAMM Energy Technology is therefore proud to announce that will provide its Advanced Flooded Battery (AFB) battery technology to power Ford Start-Stop vehicles.

AFB batteries are a proven advanced energy storage solution for Start-Stop vehicles in Europe, where FIAMM Energy Technology has manufactured more than 5 millions units since 2013.

FIAMM Energy Techynology will supply the AFB batteries from Veronella (VR) plant in Italy.

"AFB technology is ideal for Start-Stop applications because it is better equipped than traditional batteries to support electrical loads while the engine is off, and power deep cycling associated with frequent starts and stops," said **Paolo Perazzi, Head of the Mobility business in FIAMM Energy Technology**. "AFB batteries help our customers improve fuel efficiency and environmental performance while consumers see immediate economic benefits."

AFB batteries used in a Start-Stop system help reduce fuel consumption as the engine shuts off when the vehicle comes to a stop in traffic or at a red light. The battery restarts the engine when the driver's foot releases the brake pedal, engages the clutch or press the gas pedal.

FIAMM Energy Technology estimates the European Start-Stop OE battery demand has overcome 16M units in 2019 and replacement market could reach 23,5 M units in 2025.

About FIAMM Energy Technology

FIAMM Energy Technology is a multinational company active in the production and distribution of accumulators. Born as a result of the separation from the **FIAMM Group** of the business of automotive batteries and industrial batteries with lead technology.

To be close to customer needs, FIAMM Energy Technology has numerous commercial and technical offices (including Italy, Germany, Great Britain, Slovakia, France, Spain, USA, Singapore, Malaysia, China) and a widespread network of importers and distributors, and works with a staff of over a thousand people.



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