



Varta Batteries - Did you know?

Demands of the car – Electrical consumers

From large consumers like lighting & air conditioning systems, through to the smaller consumers such as heated seats, the modern car is demanding more and more from the battery.

The average car in the 1970's demanded only 650 watts from the battery whereas in the 1990's this increased to over 950 watts. Today, cars being developed by the leading vehicle manufacturers require over **3,500 watts**, and over **4,500** for luxury models!

Demands of the car – High temperature

Ever increasing levels of equipment in the engine bay, coupled with low airflow, means that the average 'under-bonnet' temperatures now top **100 degrees centigrade!** *In the 1980's this was nearer 50c!*

In addition to this, the increased number of shorter, stop-start journeys, at lower average speeds exacerbates engine temperature problems dramatically.

Why is this a problem? Higher temperatures increase grid corrosion on battery plates; this significantly reduces the service life and functionality of the battery!

Demands of the driver – Reliability & Performance

All drivers demand more from today's car, not only in reduced fuel consumption and performance, but most importantly, **reliability**. For all of us, the worst nightmare is battery failure on a long drive or on the way to our holiday destination. Drivers want a battery that they can fit and forget. A battery they can rely on to provide the best performance through its service life!

Vehicle Manufacturers – Demand Guaranteed Performance

From Audi to Volvo, Ford to Mercedes, Varta is the key partner of all the major vehicle manufacturers.

Ford from 1998 onwards, require all vehicles with their smart charging system to only have Calcium Silver batteries, this applies throughout the range from Ka to Transits. Varta are at the forefront of 'Calcium Silver battery' production!

75% OF ALL TOP SELLING CARS OVER 3YRS OLD ARE FITTED WITH CALCIUM SILVER TECHNOLOGY.