

# VARTA® POWER RE-IMAGINED.

Our products and services.



It all starts with  VARTA®

 CLARIOS

# NEW PRODUCTS. NEW COLOR CODE. NEW TECHNOLOGY.

Powered by the Original.



Wherever your journey may take you, VARTA® batteries are there along the way, giving you the power you need. Today, you'll find our batteries in millions of cars, trucks, boats and motorhomes.

To meet the challenges of a rapidly changing mobile market appropriately, VARTA has revised the entire product range.

The new VARTA product portfolio is designed to cater to present demands while boldly embracing the trends of tomorrow.

VARTA batteries provide longer life, less corrosion and lower cost of ownership – qualities you'll find in all our products.



# VARTA® POWER RE-IMAGINED.

The new VARTA® product portfolio.

New color code  
for easy differentiation.

The new label colors give a clear differentiation between the technologies. This supports the target groups in differentiating and identifying the right technology for the right application quickly.

Next to the color code, the VARTA logo, technology, short code, and capacity are highlighted prominently to optimize the customer journey on all touch points.



New battery types  
for even more vehicle coverage.

New captive battery types are introduced to cover new vehicle types and prepare the IAM for the latest vehicles of OE manufacturers.



**Automotive**  
AGM H3 and EFB H9  
(2025)



**Heavy Duty**  
EFB A-type (2025) and  
AGM B-type (2025)



**Leisure**  
Li-Ion product portfolio  
(2025)

Streamlined range  
for improved customer guidance.

The new VARTA product portfolio is streamlined and clearly structured by technologies to support the IAM to remain competitive and future-ready.

**Automotive**



Black Dynamic, Blue Dynamic + Silver Dynamic



**SLI**

**ProMotive**



Super Heavy Duty + Heavy Duty



**SLI**



# VARTA® MOVES YOU.

Always the best battery choice.



Engineered in Germany, VARTA batteries are designed to deliver optimal power and longevity for every kind of car. Whether you need batteries for standard vehicles, highly equipped cars with Start-Stop systems or any kind of electric vehicle – VARTA offers the right technology for every energy demand. By choosing VARTA batteries, you can be assured of reliable precision

technology that delivers best in class manufacturing quality.

The improved VARTA Dynamic portfolio is driven by the perfect fit of the right product technology for the right application – clearly structured and expandable for a fast-changing market.

**THE RIGHT LEVEL  
OF POWER AND LONGEVITY  
FOR EVERY KIND OF CAR.**

# VARTA® DYNAMIC AGM.

**MADE FOR START-STOP.  
READY FOR xEVs.**

**The Start-Stop benchmark – ready for electric vehicles.**

The VARTA Dynamic AGM (Absorbent Glass Mat) stands for unparalleled performance. It is the perfect choice for the highest energy demands – whether for powering well equipped vehicles with Start-Stop technology or supporting the 12V electrical system of xEVs.

6 out of 10 new cars (including xEVs) in Europe are equipped with a Clarios battery, underlining VARTA's leadership as a trusted OE supplier. They are made in Germany to the highest manufacturing standards in the world's largest AGM plant.

The sturdy construction and inherent safety make them a trusty and robust power source for reliable starting, crucial safety systems, comfort features, and fuel-saving functions.



PowerFrame® Grid



Best performance for highest energy demands.



Maintenance-free



Original Spare Part



Made in Germany

**3x** MORE CYCLE LIFE



# VARTA® DYNAMIC EFB.

## For superior power needs.

Entry level Start-Stop systems are usually equipped with an EFB (enhanced flooded battery). The VARTA Dynamic EFB is an exact “like-for-like” replacement choice. It fits vehicles with higher-than-normal energy demands. So, if you’re looking for a battery with extended cycle life compared to a conventional battery, the VARTA Dynamic EFB is the right choice.

**2x** MORE  
CYCLE LIFE



PowerFrame® grid



Reliable performance for demanding applications.



Maintenance-free



Original Spare Part



Engineered in Germany



PowerFrame® grid



Reliable power



Maintenance-free



Original Spare Part



Engineered in Germany

# VARTA® DYNAMIC SLI.

## The perfect choice for conventional cars.

Flooded lead-acid batteries are often referred to as SLI, named after what used to be the battery’s main purpose in a car: Starting, Lighting, Ignition. Whether you’re looking for the best in standard batteries, a safe, long-lasting battery, or you just want the most premium power possible, the VARTA Dynamic SLI batteries will meet your needs.





# ELECTROMOBILITY ON THE MOVE.

## Electrification continues to become more and more important.

The EU has defined tough CO<sub>2</sub> emission reduction targets, which affects all vehicle manufacturers and impacts the way drivetrains are designed. The upcoming prohibition of combustion engines by 2035 further pushes electrification. Today, e-mobility comes in different

forms of technology, like hybrid, full battery or fuel cells. As a result, the traditional 12-volt lead-acid battery is taking on a new and challenging responsibility as a critical source of power across the evolving range of electric vehicles.

## The challenges of a changing market.

- » 14% of battery electric vehicles are older than five years\* which leads to more BEVs entering workshops.
- » The 12V battery is still the main reason for car breakdowns, also in electric vehicles.\*\*
- » Over the air updates of the infotainment system can discharge the battery when the car is not in use.
- » The 12V battery is a significant part of electric vehicles. In case of a defect the car will not open or start.
- » An xEV's 12V battery needs robustness at partial state of charge, high charge acceptance and high cycling stability – the energy demand is equivalent to those of high-end Start-Stop systems.

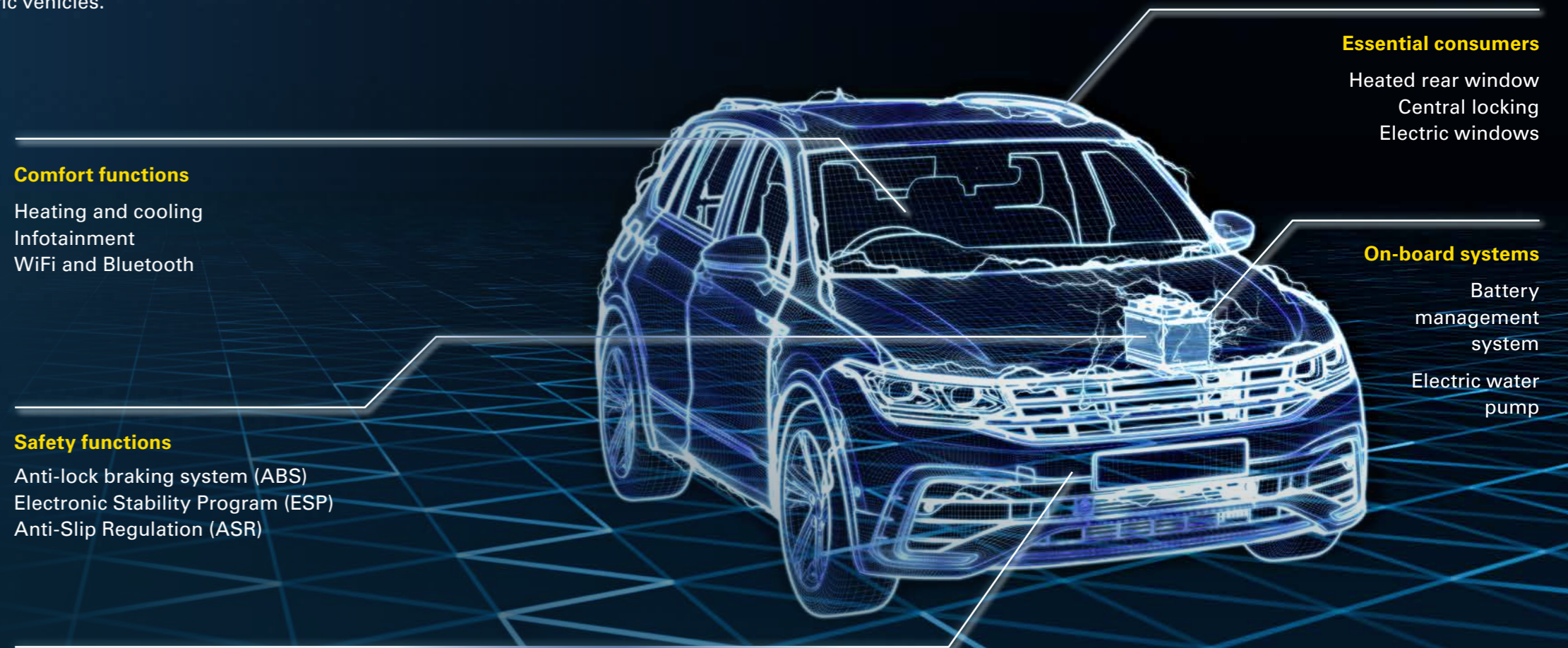
\* IHS carpark data  
\*\* ADAC breakdown statistics

# POWERING FUTURE TECHNOLOGY.

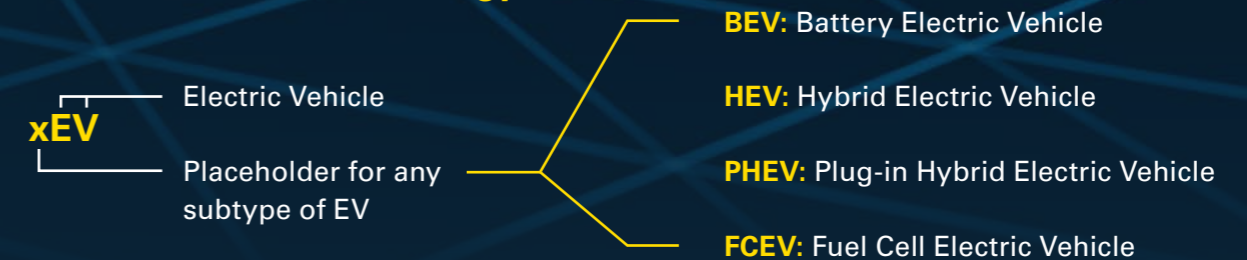
## The role of 12V batteries in electric vehicles.

Electric vehicles require two interdependent batteries: a high-voltage battery that powers the drivetrain, and an advanced 12-volt battery that handles key offloads. It plays a critical role

in supporting the car's electrical network, powering everything from heated seats and infotainment systems to safety features like brake boosters and pedestrian detection systems.



## Electric vehicle terminology.





# UNLOCK YOUR TRUCK'S FULL POTENTIAL.

Unsurpassed power for commercial vehicles.



During the past years, commercial vehicles have changed a lot. Not only because of governmental regulations implementing higher emission standards, but also because of more overnight stays, more comfort devices in the cabin and drivetrain, and an increasing tendency to retrofit additional energy consumers like parking coolers and heaters.

VARTA® ProMotive batteries always offer suitable solutions. Like cogwheels, they work together to ensure successful business in the commercial vehicle market: with a reduced Total Cost of Ownership (TCO), perfect fit, and reliable battery technologies for each type of application.

**THE PERFECT  
BATTERY TECHNOLOGY FOR EVERY  
VEHICLE AND APPLICATION.**



# VARTA® PROMOTIVE AGM.

**THE BEST SOLUTION  
TO OPTIMIZE YOUR TCO.**

**For the most demanding applications and power-consuming functions.**

The VARTA ProMotive AGM is designed for heavy commercial vehicles. It is the only battery for unlocking the highest demanding applications and power consuming functions including parking coolers/heaters without the battery wearing out and causing downtime.

But the VARTA ProMotive AGM is not only ready to cope with the challenges of today's technology. It has been designed in collaboration with leading commercial vehicle manufacturers to be ready once today's innovations have become standard.

VARTA AGM technology revolutionized trucking by significantly reducing engine idling, leading to reduced costs, fuel consumption, and CO<sub>2</sub> emissions. Endorsed by TÜV Nord, our solution delivers tangible efficiency gains, underscoring our commitment to sustainability and innovation.

Features include: absorbent glass mats ruling out the possibility of battery failures due to acid stratification, the highest vibration resistance, modern fuel-saving functions like start-stop and an ability to deliver reliable performance at even low state of charges.



PowerFrame® Grid



For highest energy demands, i.e. parking coolers/heaters and advanced hoteling functions.



Certified for fuel saving.



Highest vibration resistance & suitable for end of frame.



Engineered and made in Germany

**6x** MORE  
CYCLE LIFE

# VARTA® PROMOTIVE EFB.

**For commercial vehicles with high energy requirements.**

The VARTA ProMotive EFB is designed for heavy commercial vehicles with high energy requirements. It is made for coping with overnight stays in vehicles with standard hoteling functions. Its performance, combined with a high vibration resistance, ensures absolute reliability and a longer service life.

**3x** MORE  
CYCLE LIFE



PowerFrame® grid



For high energy demands and basic hoteling functions.



High vibration resistance & suitable for end of frame.



Original Spare Part



Engineered in Germany and made in Europe



PowerFrame® grid



Reliable power to minimize downtimes.



For continuous multistart applications with basic vibration requirements.



Original Spare Part



Engineered in Germany and made in Europe

# VARTA® PROMOTIVE SLI.

**For commercial vehicles with reliable starting power requirements.**

The VARTA ProMotive SLI batteries are designed for commercial vehicles, like delivery vehicles, with reliable starting power requirements. They are OE quality and help your fleet do its job reliably. The VARTA ProMotive SLI batteries can also handle a high amount of dust and fertilizer while minimizing downtime, making them the perfect choice for agricultural and construction vehicles as well.





# THE FUTURE OF POWER. READY TO INSTALL.

The VARTA® Professional portfolio with new Li-Ion technology.



VARTA Professional Leisure batteries are built to power marine craft such as electric boats, yachts and motorboats, plus all kinds of caravans and motorhomes. With these batteries you can fully depend on power for both essentials like interior lighting and fridges as well as for little luxuries like TVs.

Now VARTA enters a new technology market with the premium high energy Li-Ion batteries for deep-cycling leisure applications. The new VARTA Li-Ion leisure portfolio is designed to withstand harsh conditions as in winter camping or marine applications and features multiple smart connection options to monitor the battery performance.

**EXCEPTIONAL PERFORMANCE  
AND RELIABILITY.  
WHEREVER YOU ARE.**



# VARTA® PROFESSIONAL LI-ION.

## LI-ION BATTERIES FOR LEISURE APPLICATIONS.

### Superior endurance and robustness with a compact form factor.

The new VARTA Professional Li-Ion was developed for the most demanding deep cycle leisure applications. Especially off-grid usage requires a higher overall capacity and DOD to supply the needed energy. That is why VARTA Professional's A-class Li-Ion cells allow for the highest reliability and performance.

It offers twice the usable energy as well as a higher cycle life performance with less weight and size to power electrical equipment for a home-like on-board living experience.

### Stay connected, stay in charge.

The VARTA Professional Li-Ion can be connected to an App via Bluetooth to check the battery's status and performance. A fast and easy way to stay informed on the battery's state of charge, overall health, cycles and usage, internal temperature and more.

Make use of the battery-to-battery communication option to maximize battery performance, charging and equalization. Or use the CI bus connection for a full integration into a recreational vehicle's energy management system.



**20x** MORE CYCLE LIFE



More usable energy with reduced weight and size.



Multiple smart connection options like CAN bus, Bluetooth and more.



Low temperature variants with cell heating function.



Protection class IP67 (50Ah - IP54)



Maintenance-free



Engineered in Germany



# VARTA® PROFESSIONAL AGM.

## For leisure applications with high energy requirements.

The Dual Purpose AGM provides a high cycling stability and a high resistance to low state of charge down to 50%. This allows the battery to support long off-grid stays and provide high energy for on-board consumers such as light and water, but also for demanding comfort functions such as TV screens, coffee makers and laptops.

**3x** MORE  
CYCLE LIFE



PowerFrame® grid



Ideal for dual power applications (starting and overall energy supply).



Maintenance-free



Engineered in Germany

# VARTA® PROFESSIONAL EFB. VARTA® PROFESSIONAL SLI.

## For leisure applications with moderate energy requirements.

Boats and motorhomes with moderate energy demands need the right product to perform at their best. The VARTA Professional EFB's design supports state of charge down to 80% for car sizes and 50% for truck sizes. This is suitable to supply power for short trips, like an off-grid weekend with essential equipment like lights and phone chargers.

## The starter battery for boats and motorhomes.

The VARTA Professional SLI is purpose-made for all marine starter applications, it can also service minimal electrical system requirements, such as inflatable boats and smaller rigged-hull boats. With a high energy output, it delivers outstanding performance, time after time, with no maintenance required.

**2x** MORE  
CYCLE LIFE



PowerFrame® grid



Ideal for dual power applications (starting and overall energy supply).



Reliable energy supply.



Exceptional cold start performance.



Maintenance-free



Engineered in Germany

# MORE SUSTAINABILITY THE VARTA® WAY.

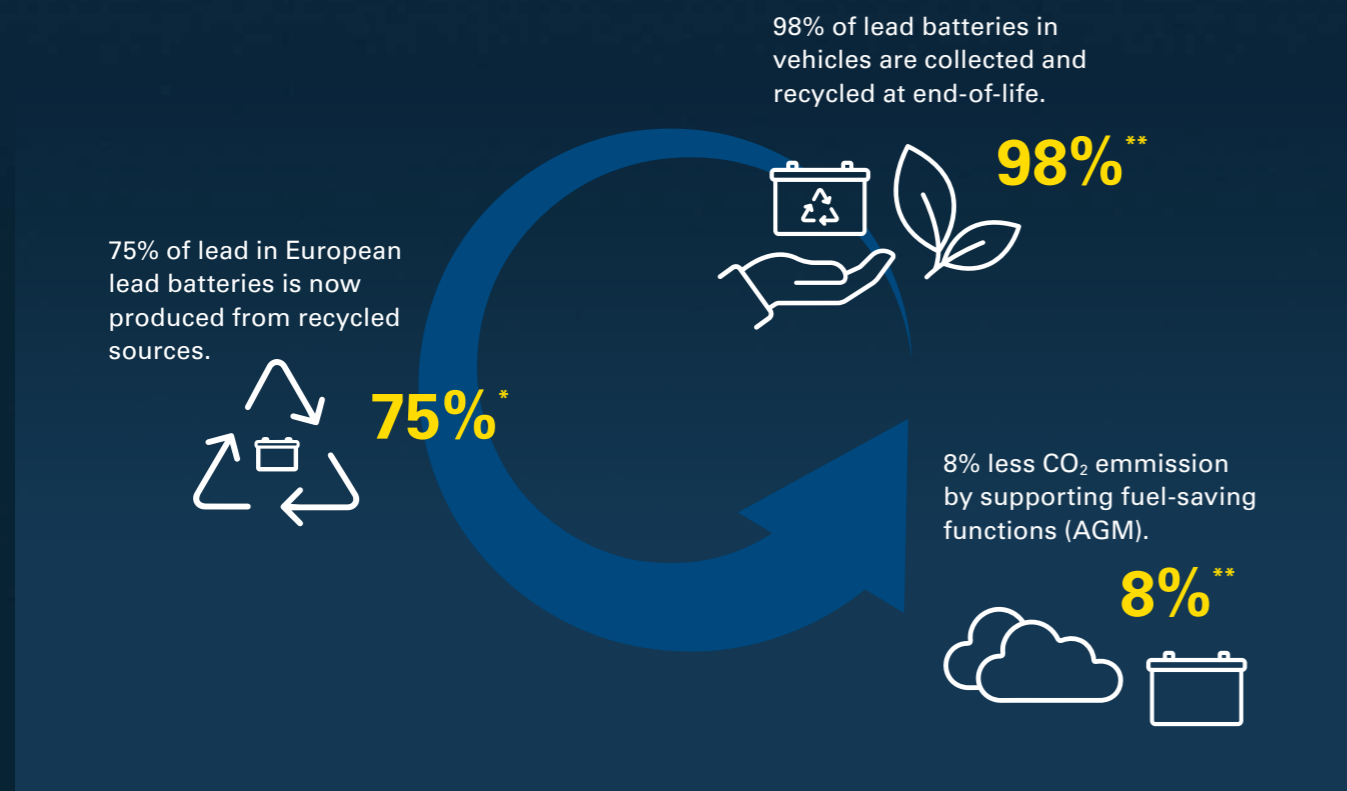
## Taking responsibility in everything we do.

VARTA is a part of Clarios – the world’s leading battery manufacturer. Our dedication to sustainability is evident by our innovations in advanced battery technology as well as our recycling efforts. VARTA brand products can help customers save energy, reduce pollution and fuel consumption, and even better the working conditions of their employees.

## Profiting from over 20 years of experience.

We have developed a collection system that enables a closed recycling loop. As a result, more than 98% of lead batteries from vehicles in Europe are collected and recycled. The entire production is designed to be as environmentally friendly as possible. Our sustainability managers frequently run trainings for all employees and encourage them to contribute their ideas for improvement. The result: 25% less energy and 35% less water used in the making our batteries.

## A perfect circular economy.



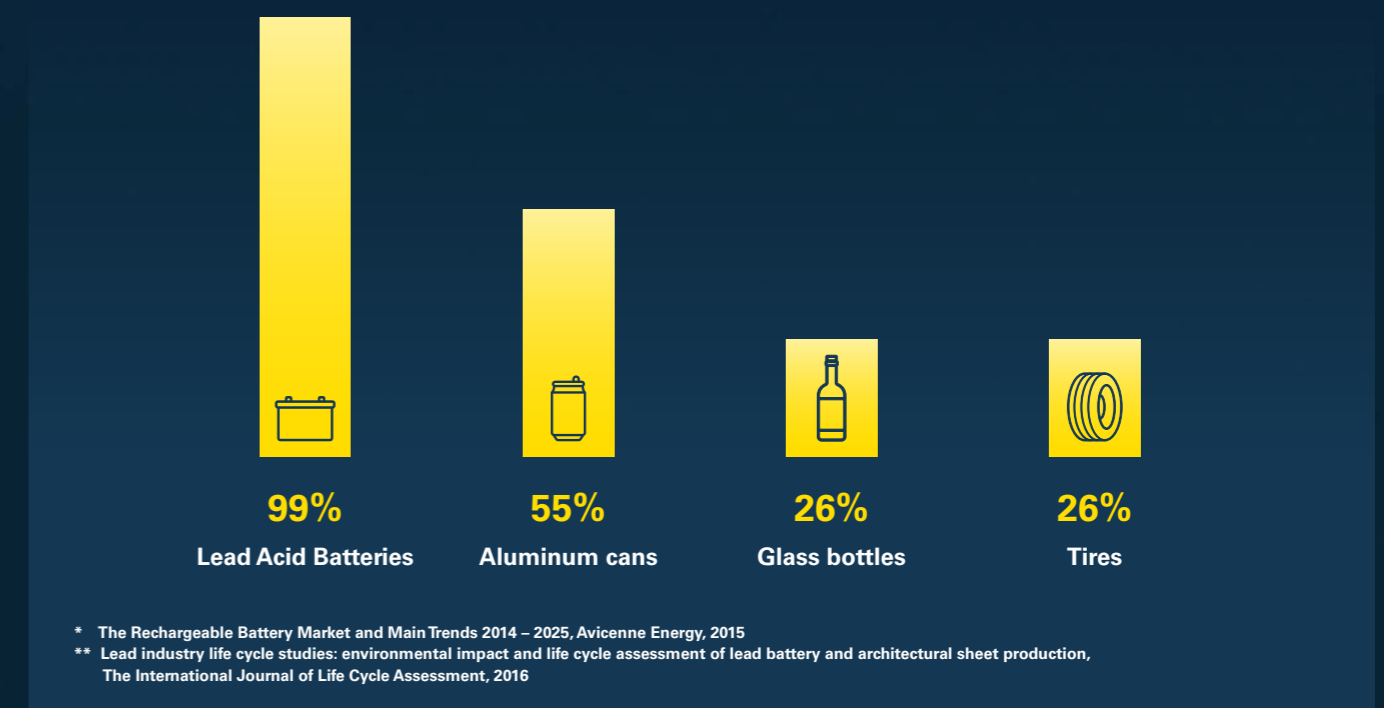
## The Original. Made in Germany.

Our European production plant in Hannover is based in central Germany, requiring less transport and therefore less emissions and less fuel. Clarios guarantees the highest production standards, fair working conditions and a maximum level of occupational health and safety in all our production and battery recycling sites.

## Leading the way in lead-acid battery recycling.

Innovative and technologically advanced manufacturing processes allow for each component inside a VARTA battery to be made from recycled materials – whether it’s the case, the grid or the electrolyte. After all, lead batteries are the most recycled consumer product in the world.

## Percentage of contained material to be used:







# VARTA® SERVICES.

Become a true battery expert.

## THE POWER TO MAKE YOUR BUSINESS EVEN MORE PROFESSIONAL.

VARTA can help you run a more successful battery business. Become our partner today and profit from our knowledge all around the battery. From installment time and battery fitting instructions to maintenance tips and cost-optimization of your battery.

Gradually, these are also coming into the after-market workshops, which must be prepared to service electric vehicles in the same way as classic combustion engine vehicles.

To support workshops and fleet operators in today's challenges and the ones that lie ahead, we have created a range of tools and services – increasing efficiency and keeping time and costs to a minimum. The VARTA Partner Portal is our one-stop platform uniting all car and commercial vehicle services. It is home to the VARTA Battery Test-Check Program, the VARTA Fleet Program and the VARTA Training Academy – just a few of the Partner Portal's many offerings.



VARTA® PARTNER PORTAL



VARTA® BATTERY TEST-CHECK PROGRAM



VARTA® TRAINING ACADEMY



REGISTER NOW!  
[www.varta-partner-portal.com](http://www.varta-partner-portal.com)

# VARTA® PARTNER PORTAL.

## The power is in your know-how.

You can now find all VARTA services under one roof. The VARTA Partner Portal supports workshops and end customers with all questions regarding batteries. Regular updates leading to a coverage of 99% of the carpark of

conventional vehicles as well as for the xEV carpark. Furthermore, it supplies you with in-depth battery knowledge and offers online trainings to verify your knowledge.

### » Battery Finder

If you need to find the right battery for a specific vehicle, its exact location or detailed installation instructions, the completely redesigned and optimized Battery Finder is for you!

### » Battery World

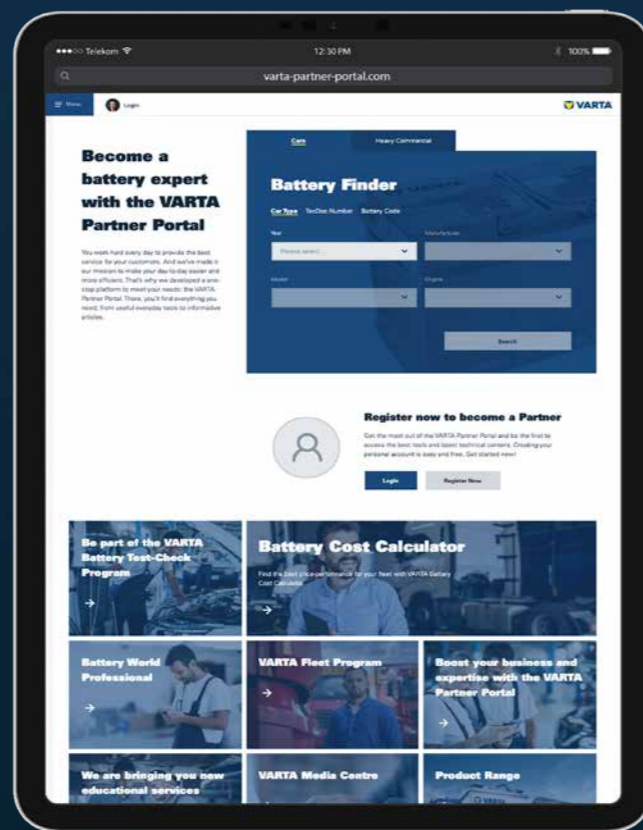
The Battery World Professional library has been updated with even more valuable articles. Enjoy all kinds of battery content – from the essentials to expert know-how.

### » Product Pages

On the Product Range page, you can find an overview of all passenger car and heavy commercial batteries.

### » Battery Test-Check Program

Test every battery. Join the VARTA Battery Test-Check Program and get the power to become a battery expert!

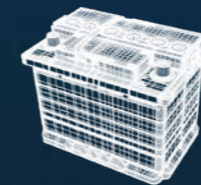


# VARTA® E-LEARNINGS.

## Become a true battery expert.

You are always looking for new ways to train your staff to continuously provide a quality service to customers. Digital training has come a long way and has now reached its prime in the form of E-Learning. Due to its convenience and flexibility of being available from anywhere and at any time, web-based trainings promote an active and independent way of learning.

VARTA's digital learning offerings have always been the perfect complement to our traditional trainings. With the new E-Learnings we now complete our digital knowledge portfolio, following the YouTube-channel's educational playlists, technical articles in the Battery World Professional, the Battery Finder in the VARTA Partner Portal and other social media outlets.



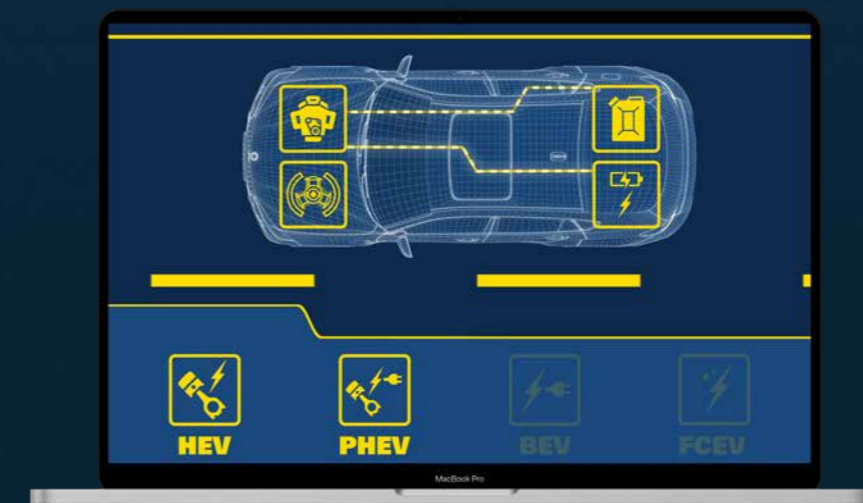
Basics



Automotive



Promotive



VARTA E-Learnings provide the best user experience – both online and offline. Our trainings are for everyone who deals with batteries on a daily basis. We share our profound knowledge in a user-centric approach so mechanics and sales advisors, wholesalers and retailers are ready for new technologies and today's complex vehicles.



### How to join:

The registration for our VARTA Partner Portal is free of charge and very easy: Fill out the registration form here [www.varta-partner-portal.com](http://www.varta-partner-portal.com) and receive your confirmation by e-mail. Done!

### Learning on a whole new level.

VARTA E-Learnings are currently available at the VARTA Partner Portal. Registered users get access to a complete offering of digital trainings on basic battery knowledge, advanced passenger cars, heavy commercial vehicles and all the latest VARTA services.





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