

## Exide Technologies reorganizes European sales territories to meet evolving market needs

- **Sales & distribution structure reorganized to meet customers' distribution footprint**
- **DACH and Benelux regions merge**
- **Jochen Gräfe appointed as Sales Director for the larger region**

**Büdingen – 5 December 2022** – In response to the rapidly-evolving distribution footprint in Europe and to cater mounting demand, Exide Technologies ([www.exidegroup.com](http://www.exidegroup.com)) has made the strategic choice to merge its DACH (Germany, Austria and Switzerland) and Benelux (Belgium, Netherlands and Luxembourg) sales territories.

With the influx of specialized wholesalers and trade branch distributors throughout the region, combined with more customers seeking its diverse, premium battery ranges for cars, trucks and marine & leisure vehicles than ever before, Exide has created a strong, new sales footprint.

This forward-looking approach will strengthen Exide's market presence and offer its customers a customer service aligned with their needs.

As part of the reorganization, there will be notable personnel changes within the sales team: **Jochen Gräfe** will be responsible for both markets as **Sales Director DACH and Benelux**. Jochen began his Exide journey in 2015 and has successfully led the DACH aftermarket sales team for the last five years.

"With the merger of two important markets and a new key account organization, we are creating synergies and opening up new opportunities for our customers," says **Federico Montessori, Sr. Business Director Automotive Aftermarket EMEA at Exide Technologies**. "Benelux is a strategic market for us, and I am confident that this will strengthen our position as an attractive supplier and business partner in the whole region."

### About Exide Technologies

Exide Technologies ([www.exidegroup.com](http://www.exidegroup.com)), headquartered near Paris, France, is a leading provider of advanced energy storage solutions for the automotive and industrial markets. It designs, manufactures and markets today's and next-generation battery technologies used across a wide range of applications, from automotive and off-road to material handling, stationary, rail and defense. Exide Technologies serves the global markets with top-notch battery technologies, know-how & added-value services under many well-known brands.

As an original equipment manufacturer to leading automotive and industrial equipment manufacturers, Exide Technologies has been involved in many of the significant breakthrough energy-storage developments that are enabling innovation across the markets. With two R&D facilities, ten production plants and three recycling plants in Europe, Exide is committed to high quality engineering, manufacturing and recycling, and energizes the world with the most efficient energy solutions, helping customers maximize productivity and performance. Exide Technologies is serving the markets with products and services of an annual value of ~1,5bn Euro.

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