

FOR THE LONG RUN™ newsletter



The European Batteries sales team – proud to be at your service!

Ever since the Grand Opening of our Varkaus factory last June, European Batteries has been active in the recruitment market. Our experienced, skilled sales team is at your service around Europe.

The entire sales team gathered to Finland in January – meeting each other surrounded by piles of snow certainly demonstrated both the determination of Finnish engineers and the evolving need for solutions that would be able to slow down global climate

change and support sustainable forms of energy.

That has been one of the driving forces of European Batteries – to provide solutions that would, on their part, lead the way towards a bit brighter future for all of us. At the meeting, everyone got an in-depth look at various issues relating to this: markets, lithium-iron phosphate battery technology and product development. European Batteries puts substantial resources on further developing

technologies and solutions that would make both our batteries and the surrounding communities last a bit longer.

Development is always a team effort, and the discussion is open. If you have an opinion or an afterthought about how we might be able to implement our sophisticated technology into various applications, let us know. The future is here and for the vehicles that are significantly quieter, lower in emissions and more sustainable than what we see around us today.

► **Contact your closest European Batteries representative**

The spring of fairs

The fairs and exhibitions around Europe are natural venues for us to demonstrate the new opportunities of advanced lithium-iron phosphate technology. The 2011 Spring Tour will take us to, among other places, eCarTec in Paris, Mobiltec in Hannover, Engine Expo in Stuttgart and AVL Conference in Graz.

If you in your business line are interested in what European Batteries can offer, please visit our representatives at the fair. To set up an appointment, feel free to call us beforehand.

► **Check out the updated list of fairs at our website – and pay us a visit!**





Inspired by the midnight sun

Midnight sun and free-grazing reindeer in large forests paint a romantic – yet so true – image of Northern Lapland – no wonder it is globally known as an exotic and pleasant tourist destination. Tourism is an important occupation for many Laplanders. Thanks to today's technology, even the most distant places can be reached by respecting the environment at the same time.

On the shores of Lake Inari, there is a manufacturer of environment-friendly catamarans who joined forces with an electrical drivetrains system developer from Oulu, as well as a certain battery solution provider. The outcome? See for yourself!

» [Read more about LFP powered cruises!](#)



Meet the sales manager – Pieter in the Netherlands

Pieter Dijkstra visited Finland for the first time already back in 1994, and enjoyed it immensely – he returned soon to do his graduation work here, and soon after that, working for Finnish electrical companies began.

Pieter's first employer was ABB's R&D department in Helsinki, where he worked with cyclo converters. After working for ABB in Rotterdam Pieter set up operations to his homeland to represent Vacon's converters. From the beginning of 2010 Pieter has worked for his own company EPC, representing European Batteries in the Netherlands and Luxembourg.

Thanks to the market area's location by the ocean and Pieter's long experience in the marine industry, that is just the area where he sees European batteries carries significant potential. The in-depth understanding of the requirements of a demanding line of business as well as the ever-toughening environmental restrictions makes European Batteries an ideal solution provider in every sense.



Facts for various customer industries

The European Batteries website contains additional information about opportunities that our comprehensive systems provide. Transportation, heavy industrial machines as well as energy storage pages have been complemented with further information about our suitability for those lines of business.

» [Click here and take a closer look!](#)



Parlez-vous français? Check out our newest downloads

The European Batteries general brochure has now a French version, and there might be an update or two since your latest visit. The world of batteries evolves continuously and European Batteries is right there in the forefront, bringing you information about the latest developments.

» [Click here to go to downloads](#)

