START-STOP VEHICLES REDUCE EMISSIONS & BOOST FUEL ECONOMY
Lead Batteries Provide the Power

Start-stop technology is a revolutionary step toward energy efficiency. Made possible by advanced lead batteries, this feature stops the engine when the car idles, keeps accessories powered, and seamlessly restarts when the driver is ready.

Growth Automakers favor lead batteries for starting, lighting, ignition (SLI) functions.

100% Growth Among Light Trucks
In 2017, 20% of light trucks sold in the U.S. had start-stop, compared to 10% in 2016.

Global
Between 2016 - 2020, start-stop vehicles will surge from 25 million to 65 million in North America, Europe and China.

Growth 2020
By 2020, most new cars will have this feature.

40% of U.S. Cars in 2019
By the end of 2019, 40% of passenger cars sold in the U.S. will have this feature, compared to 9% in 2016.

Benefits Start-stop is essential to sustainable transportation.

Reduce CO₂ Emissions
By 2020, start-stop will eliminate 2 million tons of vehicle greenhouse gas emissions annually in the U.S.

Driver-Friendly Technology
1. Gas engine shuts off during idle.
2. Lead battery keeps accessories running.
3. Lead battery restarts engine when driver is ready.

Boost Fuel Economy
Engine-off time can yield fuel savings ranging from 3 - 10%.

Driver Comfort
Start-stop is quiet and seamless, with no loss in comfort, safety or entertainment functions.

Easy and Affordable
Automakers can easily apply start-stop technology to traditional internal combustion engines.

Learn more at EssentialEnergyEveryday.com
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