# 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.



#### Global

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

#### 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.



# Standard by 2020

By 2020, most new cars will have this feature.

#### 100% Growth Among Light Trucks

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

## **Benefits**

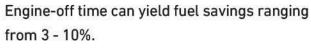
Start-stop is essential to sustainable transportation.



## Reduce CO<sub>2</sub> Emissions

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

# **Boost Fuel Economy**





# **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.

Visit Essential Energy Everyday.com to view source information.

