

START-STOP VEHICLES REDUCE EMISSIONS & BOOST FUEL ECONOMY

Lead Batteries Provide the Power

Start-stop technology is a design feature used by most automotive manufacturers to meet the market demand of improved fuel efficiency, increased performance, and reduced emission of greenhouse gases. Made possible by advanced lead batteries, this innovative feature stops the engine when the car idles, keeps accessories powered, and seamlessly restarts when the driver is ready.



Growth Nearly every new car and truck includes a lead battery for starting, lighting, ignition (SLI) functions, which can also support start-stop technology.

Global (by Percentage)
From 2021-2027, the market for automotive start-stop systems is predicted to grow at nearly 6% (CAGR).



+50% Light-Duty Trucks
In 2020, light-duty trucks represented over 50% of start-stop vehicle production in the U.S.

Half of U.S. Vehicles
In model year 2020, 50% of U.S. vehicles included the start-stop feature, compared to 9% in 2016.

U.S. Market Penetration (Millions)
28.9 million vehicles in the U.S. have start-stop technology.



Benefits Start-stop is essential to sustainable transportation.

Reduce CO₂ Emissions
Start-stop technology eliminates nearly 6.7 million tons of greenhouse gas emissions annually in the U.S.

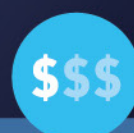
Driver-Friendly Technology

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

