

Press Release

MatraX Energy Unveils Cutting-Edge Battery Solutions at Automechanika 2024

[Dubai, October 7] – MatraX Energy, a pioneering division of MatraX, is set to debut its advanced range of automotive batteries at Automechanika 2024, showcasing its commitment to providing comprehensive automotive solutions. MatraX Energy will introduce its state-of-the-art battery technologies, designed to deliver exceptional performance, reliability, and durability for a wide array of vehicle applications.

Automotive Battery Technology

The new lineup from MatraX Energy features cutting-edge technologies like the **VRLA AGM (Valve-Regulated Lead-Acid Absorbent Glass Mat)** and **EFB (Enhanced Flooded Battery)** designs. These battery systems are engineered to support modern vehicles with start-stop systems, extensive electronics, and high power demands. With innovations such as the **X-Frame Stamped Grid**, providing up to 4x longer idling stop life, and **Carbon Plus** technology, which boosts charge acceptance by 150%, MatraX Energy batteries ensure vehicles perform at their peak, even under demanding conditions.

Expanding MatraX's Automotive Ecosystem

MatraX Energy's diverse range of products is crafted to meet the needs of both passenger and commercial vehicles. The **Endurance AGM** and **Endurance EFB** series offer reliable power for start-stop systems and vehicles with advanced electronics, ensuring smooth and efficient performance. The **Guardian** series provides dependable power for standard vehicles, balancing durability and affordability. For more demanding conditions, the **Extreme** Maintenance-Free and **Fortitude** SHD series deliver robust power and durability, engineered to handle high power demands and tough driving environments. Each battery in the lineup combines high starting power, extended lifespan, and maintenance-free convenience.

Showcasing Synergy with MatraX Tyres and Lubricants

Visitors to the MatraX stand at Automechanika 2024 will have the opportunity to explore the synergy between MatraX's tyre solutions, MatraX Energy batteries, and MatraX Lubricants. Together, these product lines form a comprehensive suite of automotive offerings, ensuring vehicles are equipped with top-tier products that enhance performance, safety, and reliability across the board.

Committed to Excellence and Innovation

Our vision at MatraX Energy is to deliver battery solutions that redefine performance standards. Automechanika 2024 is the perfect platform to introduce our innovative battery technologies, which provide superior power delivery and reliability for a broad range of applications. We are excited to showcase how MatraX Energy complements our extensive lineup of tyres and lubricants.

Visit MatraX at Automechanika 2024

Join us at Stand SA D33 at Automechanika 2024 to discover the power of MatraX Energy and experience our cutting-edge automotive battery solutions firsthand.

About MatraX Energy

MatraX Energy, a division of MatraX, specializes in high-performance automotive battery

solutions designed for modern driving needs. From advanced AGM and EFB technologies to heavy-duty batteries for commercial vehicles, MatraX Energy is committed to delivering products that ensure safety, reliability, and exceptional performance in all conditions.