

## **Axel Springer Award: Einhell on the “Mission to Mars” with Elon Musk**

*Landau an der Isar, November 25, 2020 – As a strategic partner of the Axel Springer Awards 2020, Einhell Germany AG will be joining Tesla and SpaceX founder Elon Musk’s “Mission to Mars.” As part of this, Einhell CEO Andreas Kroiss has been invited to discuss future issues, pioneering spirit, and rechargeable battery technology with space pioneer Musk and other renowned business representatives.*

### **A battery-powered vision for the Mars mission**

“Cordless freedom everywhere” – this is the vision of Einhell Germany AG for its Power X-Change range of battery-powered tools. On December 1, this “everywhere” will be extended to the Mars mission when this year’s Axel Springer Awards are hosted in Berlin under the motto “An Evening for Elon Musk – Mission to Mars.” As a strategic partner of the event, Einhell will be supplying its high-performance Power X-Change cordless tools to help with the process of setting up the event. The recipient of the award is no less than SpaceX founder and space pioneer Elon Musk.

The Axel Springer Award is based on the idea of recognizing and honoring pioneers who are not only highly innovative and have had a major cultural impact on our world, but who have also risen to the challenge of meeting their social responsibilities. In recent years, recipients have included such major figures as Mark Zuckerberg, founder and CEO of Facebook; Sir Tim Berners-Lee, inventor of the World Wide Web; Jeff Bezos, founder and CEO of Amazon and owner of the Washington Post, as well as eminent economic scientist and author Shoshana Zuboff.

*“The meeting with Elon Musk is an exceptional opportunity to discuss topics that really move the world – as equals on a platform with one of the most inspiring personalities of the 21st century. Elon Musk is a visionary of rechargeable battery technology. With his work, he has demonstrated the potential there is in this area – and the way in which he has revolutionized the automotive industry is something we want to replicate by setting new standards in the world of DIY with our Power X-Change battery platform,”* explains Andreas Kroiss, Chairman of the Management Board at Einhell Germany AG.

### **Beyond the world of DIY**

Today, with 200 different tools for DIY and gardening all part of the battery system, the cordless, battery-powered vision of Einhell already extends beyond the world of DIY. With intelligent electronic battery management, Power X-Change battery packs can also be used in tools and equipment from select partners. In the E-Kickscooter from GOVECS, these batteries have closed the remaining gap and helped make e-mobility reality. The transport systems from Blickle use the Einhell rechargeable battery pack to move weights

For more information, please visit our website:  
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of up to one ton. Most recently, a battery in the Power X-Change system also won “best-in-class” in comparison tests published by *Stiftung Warentest*, the German consumer testing champion.

*“We are rechargeable battery visionaries who believe in a cordless future. With total dedication and commitment, we are driving to deliver our goal of enabling our customers to enjoy the simplicity of working with battery-powered solutions in as many areas as possible. The Axel Springer Award is all about people who are actively shaping the future. This is why I am so delighted that Einhell is part of this event. I am certain that the exchange will be incredibly stimulating,”* adds Kroiss.

### About Einhell

Einhell Germany AG is a leading manufacturer of state-of-the-art tools and equipment for the house and garden. By continuously expanding our innovative rechargeable battery platform Power X-Change, we are now already the market leader in the area of cordless tools and garden equipment. We set new standards in terms of the endurance, performance, and safety of our products, and we inspire our customers by offering excellent value for money, first-class customer service, and the freedom of cordless operation for all their DIY projects.

For more information, please visit our website:  
[www.einhell.de](http://www.einhell.de).

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