

## **Review: Season Finale of the ABB Formula E Championship Marks the Market Entry of Einhell in the USA**

*Landau an der Isar, July 19, 2019 – After the last Formula E race of the 2018/19 season in New York, Einhell can look back on a successful first year working together with cooperation partner BMW i Motorsport. The partners are already looking forward to the next season with a great deal of excitement: Additional teams will be taking part and making the championship even more competitive, underlining the growing popularity of the fully-electric racing series. It is hoped that the partnership will continue to open up communication channels internationally as well. Here, the last race of the season marked the market entry of Einhell in the USA.*

### **Strengthening the partnership**

In order to further underline the rechargeable battery competence of Einhell in line with its brand strategy, Einhell will further strengthen the cooperation in the second year of the partnership. The tool and garden equipment manufacturer will continue to use the connection to BMW i Motorsport to build both the brand and awareness for its Power X-Change platform. Already last year, Einhell actioned a whole range of high-reach advertising measures on the subject of rechargeable battery technology as part of the partnership.

*“We are delighted to have contested the first season successfully with BMW i Motorsport. We are absolutely thrilled at the number of supporters this racing series has already managed to attract. The fact that further renowned teams will be entering the ABB Formula E Championship next season shows that the topics of innovation and rechargeable battery technology are becoming more and more important. This confirms to us that we have made the right choice by becoming an Official Main Partner of BMW i Motorsport,”* reports Andreas Kroiss, CEO of Einhell Germany AG.

### **From racing garage to hobby workshop**

In the eVillage, where the race teams thrilled the visitors with various events on topics such as electromobility, innovation and sustainability, Einhell was also present as a Main Partner with various activities designed for hands-on involvement of visitors at the stands of BMW i: a tire change challenge in Chile, a photo-box in Berlin and an integrated event in the partner quiz that was part of the BMW i program. However, the particular highlight for the invited

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guests of Einhell Germany AG was the perfect on-site fit of seeing the Power X-Change tools from Einhell in action in the racing garage of BMW i Andretti Motorsport:

*“We have been using the Einhell tools since the start of our partnership. The technicians use them every day, and they have proved to be very reliable for us. Using cordless power tools in an electric racing series makes complete sense, and the tools from Einhell have made many things a lot simpler for us,”* says Roger Griffiths, Team Principal BMW i Andretti Motorsport.

With the aid of the continuous feedback from such a challenging field of application, it will be possible to continuously optimize the Power X-Change cordless devices and open up additional applications for gardening and DIY projects in the home.

### **Last race, new markets**

*“The races in the ABB FIA Formula-E Championship, which are hosted annually right in the heart of a number of major cities, really support the defined expansion strategy of the company,”* explains Kroiss. As the races are held in internationally important city centers, Formula-E also helps to build brand awareness for Einhell all around the world.

The two final races in New York last weekend also marked the market launch of Einhell Germany AG in the USA. In cooperation with the company Snow Joe, this means that Einhell has tapped into the world's biggest DIY market – right on cue for the company's 55th anniversary. The North American partner will be taking full advantage of its market expertise and sales competence to position the brand Einhell in the North American market. Here, the product strategy for the new market focuses on the Power X-Change rechargeable battery platform. As a result, the partnership with BMW i Motorsport can also become a springboard for brand recognition in the USA.

### **About Einhell**

Einhell 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 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 us online:  
[www.einhell.de](http://www.einhell.de).

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