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## CustomCells founds U.S. subsidiary with Detroit site



### *Detroit/Itzehoe (ots) -*

- Kick-off for North American expansion
- Local R&D center to follow
- Construction of production facility for round cells in planning

German battery company CustomCells continues its expansion with the opening of its first international location: CustomCells has founded a U.S.-based subsidiary with its own office in the innovation and manufacturing metropolis of Detroit, Michigan. The location will initially serve as a central hub for coordinating the company's activities in the North American market to respond to local customer inquiries even faster. The establishment of an innovation and R&D center will follow. Plans for a future production facility on site are already being discussed.

"The opening of the office marks the exciting first step forward in engaging the vital American market. We want to be even closer to our customers to provide them first-class battery solutions and, in terms of logistics, as quickly as possible," says Dr. Christoph Falk, COO of CustomCells. An important factor in selecting this location was the proximity to the many suppliers and partners, with whom CustomCells is developing new technologies.

"We are excited to welcome CustomCells to Michigan, the global epicenter of the automotive and mobility solutions industry," said Josh Hundt, EVP and Senior Project Marketing Advisor of the Michigan Economic Development Corporation. "As home of the company's first U.S. office, we look forward to CustomCells' high-end lithium-ion batteries and related technologies playing a central role in the future of the automotive industry, and serving as yet another company helping people, places, and projects to Make it in Michigan."

In addition to high-performance battery cells for the premium segment in the automotive and motorsport industries, CustomCells also offers solutions for e-motorcycles, electrified aviation, and applications on and underwater. The development and production of round cells play a key role, which is a topic for the future of many mobility industries.

Detroit was chosen for its central location, openness to innovation, and historical and future significance for the transportation industry.

[More Information](#)

### About CustomCells

Founded in 2012 as a spin-off from the Fraunhofer Institute, CustomCells innovates and industrializes customer-centric premium battery technology, powering the global energy transition for a better future. Based in Itzehoe and Tübingen, the company employs over 200 dedicated professionals and enables customers throughout the entire value chain—from initial concept

development to the commissioning of series production facilities.

More: [www.customcells.com](http://www.customcells.com)

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*The decision for Detroit was made due to its central location, its friendliness towards innovation, and its historical and future significance to the automotive industry. / More information via ots and [www.presseportal.de/en/nr/156638](http://www.presseportal.de/en/nr/156638) / The use of this image for editorial purposes is permitted and free of charge provided that all conditions of use are complied with. Publication must include image credits.*

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