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## CTEK EXPANDS INTO UK ELECTRICAL VEHICLE MARKET

*CTEK Sweden AB deepens its reach with local presence*



**Norrköping, Sweden 9 April, 2020** - CTEK Sweden AB, a leading global brand in the care and maintenance of vehicle batteries, has expanded its Electrical Vehicle (EV) charging portfolio into the UK market. This move will see CTEK introduce its market-leading EV charging products and solutions to the UK market, supported by dedicated country management.

Already an established EV charging brand in Scandinavia, CTEK's entry into the UK market is part of an ambitious growth plan, for the continued expansion of CTEK's EV products across Europe.

With a strong focus on customer service and technical support across its distribution network, CTEK has a proven track record of delivering complete end-to-end EV charging solutions.

Cecilia Routledge, Global Director, Energy & Facilities at CTEK, said: "We are really excited to be entering the rapidly growing UK EV market. We have over 10 years' experience providing EV products and solutions to a wide range of consumer, commercial and public sector markets, earning a deserved reputation for quality, innovation and excellent customer support. We are really looking forward to bringing this expertise to the UK market."

To support their expansion into the UK market, CTEK has appointed Sales Manager Craig Slater. With an extensive background within the EV industry, working for brands such as Rolec, Pod Point and Allego, Craig brings an array of technical and solutions focused skills to the role.

Cecilia continued "We are delighted to welcome Craig to the CTEK family, he will be a great asset to our team. As we see EV sales rise here in the UK, we feel that we are perfectly placed to expand into this market. We fully understand the needs, as well as the challenges, within the EV sector and we look forward to introducing our exciting range of products and solutions to this fast growing market."

For more information on CTEK, please visit [www.ctek.com](http://www.ctek.com)

## ABOUT CTEK

- CTEK SWEDEN AB is a leading global brand in battery care and power management. CTEK's unparalleled knowledge, and continuous investment in innovation, means they push the boundaries of research and development to bring new and unique battery charging technologies to the market.
- CTEK offers the market high-quality, reliable chargers and accessories that are effective, user friendly and, most importantly, safe (for the user, the vehicle electronics, the battery and the charger).
- CTEK's range of E-mobility products and solutions range from individual EV chargers for charging at home, to larger corporate and commercial installations with many charging stations, that require load balancing as well monitoring and payment solutions.
- With products and solutions for 6, 12 & 24V lead-acid & lithium (12V LiFePO<sub>4</sub>) as well as Electrical Vehicle batteries, CTEK products are designed and tested to deliver maximum performance in a range of different situations.
- CTEK sells over one million battery chargers each year across the globe and regularly tops independent battery charger competitive tests.
- CTEK supplies chargers to the world's most recognized manufacturers including Audi, Bentley, BMW, Corvette, Ferrari, Jaguar, Maserati, McLaren, Mercedes, Porsche, and Rolls-Royce.

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