



**Panasonic**

OFFICIAL TITLE PARTNER

**eneloop**  
Ready to use Rechargeable Battery

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## PRESS RELEASE

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### **eneloop and Jaguar get together for a green-focused road trip**

**28 June 2019, Zellik – Panasonic’s sustainable rechargeable battery brand, eneloop, will be launching its [RE]CHARGE Activation campaign this October in collaboration with premium vehicle manufacturer, Jaguar. The campaign aims to draw attention to addressing sustainability while raising funds for three non-governmental organisations (NGOs). These NGOs are engaged in local community projects with a focus on the environment and sustainability.**

Panasonic has a long-standing relationship with Jaguar including being Official Title Partner of the Jaguar Racing Formula E Team. The ABB FIA Formula E Championship serves as a competitive platform for global car manufacturers and mobility providers to test and develop road-relevant technologies. By racing on the streets, the series acts as a catalyst, helping to improve electric vehicle technologies to benefit the driving experience for everyday road car users all over the world.

Both eneloop and Jaguar invest in products that have a minimal impact on the environment, without sacrificing on product performance. These global brands find commonality in their core values of sustainability, humanity, and quality. Through the [RE]CHARGE Activation campaign, eneloop and Jaguar hope to inspire other companies to work together to realise ‘A Better Life, a Better World’: Panasonic’s brand philosophy.

#### **Awareness-raising road trip**

The campaign will see eneloop sending three duos on a four-week road trip through Europe. They will be driving Jaguar’s all-electric SUV, the I-PACE – the perfect vehicle for an action-packed tour with the task of photographing the beauties of Mother Nature along the way. The photos will be published online where the public can ‘like’ them. The more likes the photos get, the more funds that will be raised for the selected non-governmental organisations (NGOs).

#### **Better for people and the planet**

Campaigns such as [RE]CHARGE Activation highlight eneloop’s commitment to having a positive impact on people and the planet. eneloop offers people with a sustainability-focused lifestyle an opportunity to choose a battery solution that ties in with their values and way of living.

The eneloop batteries are manufactured in Japan and guarantee power and reliability. Powered by the sun and rechargeable up to 2,100 times, the batteries are better for the environment and help to reduce waste compared with single-use batteries.

During the [RE]CHARGE Activation campaign, the three duos will be driving the Jaguar [I-PACE](#), the company's first all-electric performance SUV and winner of over 65 awards internationally including 2019 World Car of the Year, World Green Car and European Car of the Year.

The I-PACE is powered by two electric motors delivering sports car performance of 400 horsepower (hp) and 696 Newton metres (Nm) of instant torque, with zero exhaust emissions. Its state-of-the-art 90kWh battery provides a range of up to 470km and to ensure drivers get the most from each charge, I-PACE is packed with technologies to optimise energy efficiency.

Read more about this collaboration on the [\[RE\]CHARGE Activation website](#)  
Follow the journey and participate in the campaign on [Facebook](#) and [Instagram](#)

#### **ABOUT PANASONIC ENERGY EUROPE NV**

Panasonic Energy Europe is headquartered in Zellik, near Brussels, Belgium. The company is part of the Panasonic Corporation, a leading global manufacturer of electronic and electrical goods. Panasonic's vast and lengthy experience in the consumer electronics field has enabled Panasonic to become the largest battery manufacturer in Europe today. The European production facilities are located in Tessenderlo, Belgium, and Gniezno, Poland. Panasonic Energy Europe supplies 'mobile' energy solutions to more than 30 European countries. The company's diverse product range includes rechargeable cells, chargers, zinc carbon, alkaline and specialty batteries (such as zinc air, photo lithium, lithium coin, micro alkaline and silver oxide). For more information, please visit: [www.panasonic-batteries.com](http://www.panasonic-batteries.com).

#### **ABOUT PANASONIC**

The Panasonic Corporation, based in Osaka Japan, is a leading company worldwide and concerned with the development and manufacture of electronic goods for a wide range of private, trade and industrial uses. In the financial year ending 31 March 2018, Panasonic posted consolidated net sales of around 61,4 billion EUR. Panasonic is committed to creating a better life and a better world, continuously contributing to the evolution of society and to the happiness of people around the globe. Panasonic celebrated its 100th anniversary in 2018. Read more about the company and the Panasonic brand name at [www.panasonic.net](http://www.panasonic.net).

#### **ABOUT JAGUAR**

Jaguar's heritage of elegant design and breath-taking performance has excited and delighted the world for 80 years. Today's world-class Jaguar family comprises the award-winning XE, XF and XJ saloons, the dramatic F-TYPE sports car, the F-PACE performance crossover – the fastest-selling Jaguar ever, the new E-PACE compact performance SUV and now I-PACE, the all-electric performance SUV that puts Jaguar at the forefront of the electric vehicle revolution.

## **ABOUT JAGUAR RACING**

In 2016, Panasonic Jaguar Racing brought the Jaguar name back to the race track for the first time in 12 years. The team debuted in the opening round of season three of the ABB FIA Formula E Championship and are now in their third season in the sport.

The legend of Jaguar was born on the racetrack. A number of ground-breaking innovations, such as the monocoque chassis, disc brakes and the twin cam engine, were developed by Jaguar for racing and became standard in road cars. Our commitment is #RaceToInnovate. For more information, please visit: [www.jaguarracing.com](http://www.jaguarracing.com)

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