



**Panasonic**

OFFICIAL TITLE PARTNER

**eneloop**  
Ready to use Rechargeable Battery

## **PRESS RELEASE**

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### **Let the [RE]CHARGE journey begin: Hitting the road to raise sustainability awareness**

**7 October 2019, Zellik – Panasonic’s sustainable rechargeable battery brand, eneloop, has partnered with premium vehicle manufacturer, Jaguar, in a campaign to raise funds for non-governmental organisations (NGOs) engaged in environmental and sustainability projects.**

eneloop Panasonic and Jaguar were proud to see the [RE]CHARGE Activation campaign come to life at a kick-off event held in Frankfurt, Germany, on October 4. [RE]CHARGE Activation is a four-week, action-packed Europe tour aimed to foster awareness of sustainability and the environment.

#### **The epic journey begins**

Three duos of photographers have embarked on the driving tour. At the kick-off event, the teams were briefed by representatives from eneloop Panasonic, Jaguar and the NGOs on the final routes, equipment use, expected conditions and other practicalities.

Three separate routes will see the teams travelling through Germany, Denmark, Hungary, Poland, Croatia, Czech Republic, Lithuania, Latvia, Austria, Serbia, Estonia and Sweden. The teams drove off into the sunset at 17:00 local time.

#### **Capturing the essence of Mother Nature**

The tour will give centre stage to Mother Nature. The photographic teams will capture the beauties they encounter with cameras powered by eneloop batteries while driving the [I-PACE](#), Jaguar’s all-electric SUV.

The photos will be published online where members of the public can ‘like’ them. The team with the most ‘likes’ will raise the most funds for their NGO’s environmental projects. The participating NGOs are the African Conservation Foundation, the Rainforest Trust and the Aktionsgemeinschaft Artenschutz. These organisations all work in local communities to protect endangered animal and plant species as well as their habitats.

#### **Setting an example**

eneloop and Jaguar hope that other companies will follow in their footsteps by collaborating to achieve ‘A Better Life, a Better World’, which is Panasonic’s brand philosophy. Both companies are known globally as producers of high-performing products, and eneloop batteries and the Jaguar I-PACE are examples of their investment in innovation that minimises environmental impact.

### **Environmentally friendly**

The eneloop batteries can be recharged by solar power and charged up to 2,100 times. Compared with single-use batteries, they are better for the environment and reduce waste, and they have exemplary power and reliability.

The I-PACE, voted the 2019 'European Car of the Year', 'World Car of the Year' and 'World Green Car', is powered by two electric motors and releases no harmful emissions. It is Jaguar's first all-electric, performance SUV. Those who attended the kick-off event were invited to enjoy an I-PACE test drive.

### **Your vote counts**

Follow the [RE]CHARGE Activation journeys online and participate in the worthy campaign on [Facebook](#) and [Instagram](#) by liking your favourite moments.

For more information about this collaboration, please visit the [\[RE\]CHARGE Activation website](#).

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### **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 racetrack 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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