

Last straight shot of the eneloop expedition 2100 underway

Zellik, 17 October 2017 – The last straight shot to Milan is underway: the participants are set to reach the eneloop expedition 2100 finish line on Friday, 20 October. The team with the highest score will receive a cheque for €21,000 for the ecological charity they're representing in the contest. Upon their arrival, they'll be able to charge up their batteries with the new series of battery chargers from contest organiser Panasonic Energy Europe.

The European trek for an ecological charity is coming to an end; the hikers in the eneloop expedition 2100 have successfully completed their 'City Stops' and are heading down the final stretch to the finish in Milan. They can still boost their scores by beating their competition on Facebook and during the last two duels and ecological challenges. This week, they'll be posting about life on a competition day on their team pages to give fans a peek behind the scenes of their online expedition journals.

Panasonic Energy Europe will be symbolically launching a new series of eneloop battery chargers just before the contest's finale. The new range includes three chargers for rechargeable eneloop batteries: a **smart charger with LCD screen and USB port**, an **extra-large charger for 8 AA or AAA batteries**, and a **compact hiking version with USB connection**. The eneloop batteries can be recharged an average of 2,100 times with minimum capacity loss. Earlier this month, the contest organiser issued a special-edition eneloop battery in the expedition's colours.

Panasonic eneloop will announce the winners on www.facebook.com/eneloopexpedition and www.eneloopexpedition.com on Friday, 20 October.

About the eneloop expedition 2100

The eneloop expedition 2100 is a 120-day trek straight through Europe, complete with challenges. The contest is 2,100-km long and owes its name to Panasonic's sustainable eneloop batteries, which can be recharged an average of 2,100 times. Three different teams coming from the United Kingdom, Poland, and Denmark are duelling for a donation of €21,000 to an environmental organisation of their choosing. The organisations selected by the runners-up each receive a donation of €2,100.

The teams are sponsored by Columbia Sportswear (outdoor clothing), Nordisk (outdoor equipment), Xiro (drones), Fairphone (environmentally friendly smartphones), T-Mobile Austria (mobile phone calling plans), Sparkle (social media displays), Adventure Food (camping meals), Husky (outdoor equipment), and Panasonic (electronic devices and eneloop batteries).

About Panasonic Energy Europe

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 helped make Panasonic 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, chargers, zinc carbon, alkaline and specialty batteries (such as zinc air, photo lithium, lithium coin, micro alkaline, silver oxide).

For more information, visit: www.panasonic-batteries.com.

About Panasonic

The Panasonic Corporation is a leading company worldwide in the development and manufacture of electronic goods for a wide range of private, trade and industrial uses. Panasonic, based in Osaka, Japan, in financial year ended 31 March 2015 posted consolidated net sales of around 57.28 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.

More information about the company and the Panasonic brand name at www.panasonic.com.

PRESS CONTACT

ARK Communication

Julie Post

Content & PR Consultant

T +32 3 780 96 96

julie@ark.be

www.ark.be

Panasonic Energy Europe NV

Vicky Raman

Brand Marketing Manager

T +32 2 467 84 35

vicky.raman@eu.panasonic.com

www.panasonic-batteries.com

www.panasonic-eneloop.eu