

## **Four million Australians stranded roadside due to flat car batteries**

- Australian motorists spent an estimated \$761 million<sup>i</sup> on new car batteries in past 12 months
- Eight million hours wasted by the nation, waiting to resolve a flat car battery issue
- One-in-three motorists unaware that car battery health impacts on vehicle fuel economy

**Australia – November, 2018:** New YouGov research from CTEK has revealed that Australian motorists spent approximately \$761 million<sup>i</sup> on replacing their car battery in the last 12 months alone, with four million Australians experiencing a flat car battery in this time.

The 2018 CTEK Battery Check Survey of 1,065 Australian motorists looked at the impact of flat car batteries on consumer's time and wallets. In addition to the financial costs associated with flat car batteries, the survey also found that in the past year alone, the nation spent approximately eight million hours roadside waiting for a car battery replacement. And it's not just personal time being wasted as a result, with these car battery failures leading to one-in-three Australians being late for work.

Further, the survey also found that when compared with the cooler states of Victoria and New South Wales, Queenslanders were more likely to have experienced a flat battery on their vehicle. Flat car batteries are more often linked to freezing temperatures, but few motorists know that high temperatures can also have a detrimental effect on the health of the battery. "It's all down to water loss and heat distortion, which means hotter climates damage batteries faster than in cooler locations," said Robert Briggs, Director of Sales and Marketing, Asia Pacific, CTEK. "Motorists should keep this in mind for those summer months, especially if leaving their vehicle stationary for an extended period."

The CTEK Battery Check also found that the majority of Australian motorists aren't taking the simple steps required for maintaining the health of their car batteries. "Car batteries are the heart of any car and play a vital role, but many motorists are unaware of the easy ways to prolong and protect their battery life. The battery is key and has multiple functions, helping to start the engine, power navigation systems, and supplying the necessary power to meet the heavy demands of on-board computers as well as premium sound equipment technology, both when driving and parked," added Mr. Briggs.

### **Extending car battery life**

Short road journeys, particularly in urban areas, can often involve frequent stopping and starting of the engine, putting immense pressure on the vehicle battery and requiring it to work harder. Couple this with the immense demands of modern vehicle technology, and you'll find more current is being drained from the battery than the alternator can provide, meaning the battery won't have enough power to charge the starter motor. The battery, which is designed to start the car and balance the electrical demands of the system, suffers as a result and rarely gets recharged above 80 per cent of capacity. Regular short journeys in modern cars can therefore significantly impact a car's battery life long-term. "By taking the right steps, Aussies can extend the life of their car battery by two to three times that of its normal life," said Mr. Briggs.

### **Helping Aussies save money**

Most motorists are not aware that when their battery loses its charge it impacts the fuel economy – with the research finding only 20 per cent of people understanding that when the battery is drained, the fuel economy is reduced. Petrol prices are on the rise globally<sup>ii</sup>, but despite this, the research reveals most motorists (80 per cent) have no idea they can increase their fuel efficiency with a simple charging solution.

“While regular charging of your vehicle’s battery prolongs its life, it also improves the fuel economy of the vehicle – meaning the potential for fewer dollars to be spent at the pump, and less environmental impact from the vehicle,” continued Mr. Briggs.

## **Better battery health**

With more than 80 per cent of Australian motorists experiencing a flat battery at some stage in their lives, this new research uncovers some battery-related incidences in Australia, with one survey-entrant claiming: “I had to hitchhike to buy a new battery, and then hitchhike back to my car,” while another stated: “My daughter nearly missed her year 12 English exam because the battery was flat and we couldn’t get it replaced in time.”

When a flat battery is detected it can be a major inconvenience. To help motorists better look after their vehicle, CTEK has developed a list of tips for maintaining better car battery health:

1. **REGULAR CHARGING:** Australian motorists are more likely to have a flat battery replaced than recharging it. “Regular charging of your car’s battery can prolong its life by two to three times, ultimately saving you money by reducing the frequency of having to buy a new battery,” said Robert Briggs. “A charger, like the CTEK CT5 Start/Stop, can be used just once a month to keep a car’s battery in good health. If you’re heading off on holiday and leaving the car in the garage, by just simply connecting the charger to the battery for the duration you’re away, you can ensure the car will be ready to go when you return.”
2. **MONEY SAVER:** Battery failure is often reported as the number one<sup>iii</sup> cause for breakdowns around the world, and with a growing amount of sensitive electronic equipment being added to today’s modern cars, this issue is on the rise. As a result, motorists are unnecessarily paying for battery replacements, towing, and mechanic time, and having to throw their existing batteries away. With four million Australians having to replace their car battery in the past year, at an average price of around \$190.25, that’s \$761 million spent on battery replacements alone. Car battery smart chargers can help you save time, battery costs, towing costs, repair costs, and the environment through regular battery maintenance.
3. **KEEP IT COOL:** Most drivers are likely aware that warm weather can put a tremendous strain on a car’s cooling system. But it’s probably not as well known that heat is also the number one killer of car batteries. While freezing weather brings out the weaknesses in a battery, it’s actually hot weather that causes a significant reduction in battery life. Motorists should bear this in mind as summer approaches.
4. **START SMART:** After leaving the car’s lights on and draining the battery, most Australians (64 per cent) would solve the issue by using jumper leads and either going for a drive, or leaving the car idling. However, this won’t fully recharge a car’s battery, and could in fact create long-term damage. The most reliable way to restore your battery is to use a charger.
5. **GET ENERGY EFFICIENT:** Start/Stop technology is great for the environment, as it’s designed to increase a vehicle’s fuel efficiency, reducing emissions. However, it can also put a considerable strain on your battery in traffic – the battery may need to start the engine several times in a matter of minutes, all while keeping the vehicle’s electronics powered.

By keeping the battery fully charged, you can take full advantage of all the Start/Stop technology benefits, such as better fuel efficiency and lower CO2 emissions. If you only make short journeys, and own a start/stop vehicle, it’s particularly important you use a product like the CTEK CT5 Start/Stop regularly to keep your battery in peak condition.

The CTEK CT5 range starts from \$169 RRP, and is available to purchase from Repco and Battery World stores nationwide.

For further information on CTEK, the leading global brand in the care and maintenance of vehicle batteries, visit: [www.ctek.com/au](http://www.ctek.com/au).

**ENDS**

**Notes to editors:**

**THE CTEK CT5 RANGE**

The CT5 range of smart chargers is designed to support new vehicle technology and keep drivers informed and in control. They can extend battery life up to three times, and push out battery replacement intervals thanks to optimum charging.

**The CTEK CT5 START STOP** is a fully automatic, easy to use charger. With no settings to choose, and buttons to push, you just connect and forget. A simple 3-stage display tells at a glance whether the battery is being checked and tested, is charging, or is in continuous 24/7 care mode. Start/stop technology automatically switches off the engine when a vehicle is at a standstill to cut fuel costs and vehicle emissions; this puts extra demands on batteries already feeding power-hungry technology and means an unexpected flat battery is a real risk. It won't cut the engine if there's not enough power to get moving again, so optimum battery performance is crucial. The CTEK CT5 start/stop can be used for regular vehicles as well as start/stop cars.

**The CTEK CT5 TIME TO GO** battery charger is a world first. If you get caught with a flat battery, an LED countdown signals how many hours until the battery is fully charged, and a 3-stage display indicates when it's safe to try to start the vehicle and when the battery is ready to go. In care mode, it continuously maintains an optimum state of charge. It doesn't just get the vehicle moving; it tells you when it can go, so you're always in control.

**THE SURVEY**

Commissioned by CTEK, results from an independent YouGov study of 1,065 Australian motorists aged 18 years and older with a driving licence, conducted in 2018.

**ABOUT CTEK**

- CTEK is a leading global brand in the care and maintenance of vehicle batteries.
- CTEK is a world leading authority on battery technology, battery chargers and battery care and has built a reputation for being first to market with new products.
- CTEK chargers use patented technology to ensure that chargers condition, charge, and maintain all types of lead-acid and lithium (LiFePO4) batteries quickly, simply and safely.
- CTEK supplies chargers to the world's most recognized manufacturers including Audi, Bentley, BMW, Corvette, Ferrari, Jaguar, Maserati, McLaren, Mercedes, Porsche, and Rolls- Royce.

**PRESS ENQUIRIES**

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<sup>i</sup> Calculated as:

- The average price of battery replacement (\$190.25). Average price gleaned from the average cost of a battery from four major roadside assist companies around Australia:
  - \*RACQ – \$229 (<https://www.racq.com.au/cars-and-driving/products-and-services/batteries/battery-finder>)
  - \*NRMA – \$99 (<https://www.mynrma.com.au/membership/benefits/nrma-batteries>)
  - RACV – \$234 (<https://batteries.racv.com.au/>)
  - RAC – \$199 (<https://rac.com.au/car-motoring/batteries/car-batteries>)
- Average cost of \$190.25 multiplied by four million Australian motorists that have experienced a flat battery in their car in the past year

\*RACQ and NRMA average price calculated as the average of the **top 10 selling car models** in Australia.

<sup>ii</sup> Weekly global fuel price review, 2018 <https://www.globalpetrolprices.com/benchmark/>

<sup>iii</sup> <https://smartercharger.com/benefits/>