



**MAXIMIZING BATTERY PERFORMANCE**

## **CTEK PARTNERS WITH PIRELLI FOR P ZERO WORLD LOS ANGELES**

***Display vehicles in Pirelli flagship store will be maintained by  
CTEK Battery Chargers and accessories***

[CTEK Power, Inc.](#) – the world’s leading automotive Battery Charger manufacturer – is delighted to announce a partnership with Pirelli for the Los Angeles-based P Zero World.

Launched to the media and celebrities in a star-studded grand opening last summer, P Zero World is the first of a new premium retail and brand experience for Pirelli. Centers such as this will be opened in key cities around the world, offering class-leading products and world-class service for drivers who expect the very best.

Part of the overall experience when entering P Zero World is the stunning array of Pirelli-shod vehicles for visitors to admire. According to Pirelli Prestige Activation Manager, Kevin Hinton, “We select the finest cars from around the world to display. The only prerequisite is that they come equipped with Pirelli tires. And since Pirelli provides rubber to most of the world’s finest automobiles, it guarantees visitors a memorable experience.

“We are curators for the display cars over extended periods of time, and during their stay we like to ensure the vehicles are always ready for action. As a result, we were delighted to partner with CTEK for its world-class battery charging products.”

Jon Lind, CEO for CTEK Sweden is also delighted to be able to contribute to the smooth operation of P Zero World. “As you may know, CTEK battery management solutions are offered as genuine accessories by the vast majority of premium car manufacturers, including most of the vehicles displayed at P Zero World. Therefore, it was only natural that we would provide the center with our range of battery chargers and accessories to keep its impressive inventory in top condition.”

Among the CTEK products in use at P Zero World are the MUS 4.3 battery chargers. These “smart chargers” communicate with the battery to ensure it is fully charged and maintained. They are also able to recondition the battery if it is suffering from common problems such as acid stratification.

Like all CTEK chargers, the MUS 4.3 uses a multi-stage charging process, eight steps in this case, to ensure optimal charging. In fact, independent tests have proven that regular battery maintenance can extend battery life by up to three times – a statistic that becomes more significant when many supercars tuck their batteries out of sight to obtain perfect weight distribution, but make battery changes expensive and time-consuming.

Among the CTEK accessories provided to P Zero World is the CTEK Battery Sense. This ingenious device puts battery knowledge in your pocket thanks to its Bluetooth connectivity. It allows users to pair it with their smartphone, gaining access to battery status and push notifications to remind you to check and charge the battery.

All CTEK battery chargers can be connected to a vehicle safely and indefinitely without damaging either the battery or the vehicle's delicate electronics. The CTEK Battery Sense perfectly complements this feature by ensuring the owner can regularly and remotely check on battery condition. So whether it's a daily driver that has been exposed to snow all weekend, a beloved classic that sits out the winter, or a powersports machine that doesn't get used once the mercury drops, Battery Sense will keep you informed about battery condition and the vehicle's status. It means you'll know it's ready to go whenever you are!

Installing Battery Sense to the display vehicles as they arrive at P Zero World means Prestige Activation Manager Kevin Hinton instantly knows the status of each car. He knows if it's ready to drive or should be charged beforehand. Of course, the best way to keep a car in top condition is to keep the battery fully charged – even new cars, which typically suffer parasitic losses from their electrical systems while parked. With his CTEK battery management solutions, Kevin will keep the cars at P Zero World connected and primed for action.

CTEK Battery Chargers and Battery Sense are available from leading automotive outlets such as Turn 14 and Amazon.

For high-resolution photos please click: [HERE](#)

## **ABOUT CTEK**

CTEK SWEDEN AB develops and manufactures battery chargers and maintainers for all types of lead-acid and lithium batteries for both private and professional use. CTEK's unparalleled innovation has enabled it to develop cutting edge technology with several patented functions and properties that make CTEK Battery Chargers and accessories unique.

For more information about CTEK, please visit the company website at [ctek.com](http://ctek.com)

## **ABOUT PIRELLI**

Founded in Milan in 1872, Pirelli has become one of the world's largest tire manufacturers in its 144-year history. Through its commitment to R&D, Pirelli products are synonymous with Italian excellence and focus on high-end vehicles. Pirelli counts 20 tire factories around the world – including the US plant in Rome, GA – plus a commercial presence in 160 countries. Successfully competing in motorsport since 1907, Pirelli is currently the exclusive supplier to the Formula 1 World Championship, the Superbike World Championship, and many single-marque championships around the world.

For more information about Pirelli, please visit the company website at [pirelli.com](http://pirelli.com)