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## Mercedes-Benz follows in footsteps of Tesla with stationary battery

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*Daimler's stationary energy plants*

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By NANCY BUCKLEY

German automaker Mercedes-Benz and its parent company Daimler are taking lithium-ion batteries out of automobiles and crafting power supplies for companies and homes.

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**Luxury Daily**

Daimler has previously outsourced the production of its lithium-ion batteries to Deutsche ACCUmotive, a subsidiary of the company, and will continue to work with them on this project. This entry into stationary energy storage will allow Daimler to reach Mercedes-Benz consumers and others in a new manner and demonstrate the technological advances possible by the brand.

"We think that the stationary battery storage will benefit from the positive brand values of Mercedes-Benz because the customers know that they get what they expect from Mercedes-Benz: a high tech product which is safe and offers top quality," said Dr. Frank Spennemann, senior manager business innovation, Daimler AG.

New age of automakers

Daimler's announcement comes in the wake of U.S. electric automaker Tesla Motors' decision to extend its energy-efficient inventions into the home with its new Powerwall

home battery.

The new means for electricity generates energy from solar panels and powers the home at all times of the day, diminishing the gap between supply and demand by allowing a consumer's solar energy to be available for their home whenever. Tesla's entry into home is unlike any other automaker's and has the capability to change the way electricity and energy is used around the world ([see story](#)).

Deutsche ACCUotive produces the batteries for hybrid and electric Mercedes-Benz vehicles. The entry into stationary batteries for companies and homes will take the technology used in the automobiles and created an industrial-scale storage unit on the German power grid.



### *Consumer of new energy option*

In private homes, households with their own photovoltaic systems can use extra solar power to power their residences.

The initial plants are running in trial operations. Private and industrial modules will be available for ordering this month and are scheduled to be delivered in the fall.

Tesla received more than 40,000 orders of its home battery after the initial announcement, so a scaled reaction will likely occur as Daimler's offering is only for Germany as of right now.

### Environment concerns

A majority of eco-friendly, environmentally-conscious U.S. consumers are wealthy, according to a new study from Scarborough Research.

The study found that 76 percent of eco-friendly consumers have an annual household income of more than \$150,000. Luxury brands such as Selfridges, Net-A-Porter, Lexus and Rolls-Royce have already played into to the eco-friendly trend with green products ([see story](#)).

Mercedes and Daimler are following in the footsteps of Tesla, but many auto brands have dabbled with solar energy and eco-friendly options for years.

For instance, in 2014, German automaker BMW assuaged remaining criticisms of electric vehicles with a solar carport concept that brings its i series closer to carbon neutrality.

The carport was designed to mesh with the aesthetics of the i series and features bamboo as its primary material. BMW officially introduced the carport alongside the BMW i8 launch in Los Angeles in July 2014 ([see story](#)).

"There is not really a need but there are opportunities to participate in a growing market, since Daimler has the know-how and the facilities to produce high-tech lithium-ion batteries," Dr. Spennemann said.

Final Take

*Nancy Buckley, editorial assistant on Luxury Daily, New York*

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