

ANTARES BLUE SOLUTIONS

 Maximising victron excellence

An exciting joint project



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Announcements

Blue Solutions – Antares/Victron Energy partnership

Antares and Victron Energy are pleased to announce that they will be working to support each other's business in the UK with effect from February 1st 2010. The link between the two companies is very synergistic as both companies look to be technically innovative, providing robust solutions based around reliable products.

Commenting on this Charles McClelland, Antares Sales Director said "Antares has always been committed to supplying the best possible solutions for our customers, based on products that we can add our engineering expertise to in order to create something innovative, something special. Moving forwards the programmable capabilities of the Multiplus/Phoenix/Quattro range will contribute to this enormously.

Kevin Wadsworth, Victron UK & Ireland sales manager says: *In Antares, Victron sees an energetic and focused company providing bespoke solutions to the specialist vehicle market. We view this new partnership as an exciting opportunity to further increase market share by offering highly technical solutions with ever increasing capability to ever more discerning customers.*

Victron Energy believes "The future of the partnership is very bright, as the combination of our manufacturing expertise and Antares' engineering excellence will create a powerful first tier system supplier for professional customers."

Q&A

1. **How will Victron Energy support Antares?**

They will provide product and technical training, and good stock availability, together with a working margin.

2. **What's in it for Victron Energy?**

They will see more of their high-end product designed into the ever increasingly more complex demands of the Specialist Vehicle market.

3. **What's in it for Antares?**

We now have access to another partner that will provide us with highly capable, robust products that will allow us to provide engineered solutions that we could not provide before.

4. **Will Antares supply the entire Victron product range?**

Yes, they could supply all Victron products, but the focus will be on providing engineered solutions, probably with bespoke software to enhance the functionality and robustness.

We will also "take orders" when we are asked for "just product" (VE).
If given leads by VE we would use as much VE product as possible.

Where does Antares see the VE products being used, and where will they sell into?

We see the market divided into three broad categories, and we expect to sell into (a); (b) and (c):

a. **“Already covered” (by someone)**

i. “Marine”

These are the “big boats”, typically very luxurious, and are already well covered by others. We do not have marine expertise so would be surprised if marine customers came to us. This is what we would regard as Energy Solution business.

ii. Inland waterways

This is typically the “self-builder” who is a boat enthusiast who is working to a very tight budget and will buy from their local chandler. We would not expect these people to come to us as we cannot support their application.

iii. Specialist vehicles

This is where we are very strong with nearly 20 years experience and expertise, and as the needs of this sector change so do our solutions, hence the selection of some Victron products.

b. **Growth Areas**

i. Telecomms

This is the 48v (sometimes 24v) market that keeps telecoms equipment running at all times.

ii. Rail

This includes rolling stock, including trams, and also the specialist rolling stock used to refurbish track and trackside areas.

iii. Industrial

UPS systems with batteries and back-up, smart battery chargers for AGVs, floor-cleaners, small fork-lift trucks, cherry pickers etc, etc

iv. Military

The military like a blend of “solid known product” and innovative, bespoke engineering” The Victron products, with Antares engineering fits well into this need.

v. Other

Not yet defined, but probably based around a Dynawatt/Multi combination

c. **Renewables**

i. Remote/Grid connect

This is a area that we can see lots of scope for, but the market needs to mature and stabilise.

ii. Fuel cell (Not part of this discussion, but part of Antares future).

This area is currently immature, but will change dramatically over the next 12-18months as products become genuinely available, albeit in small numbers at very high prices. (Currently, it is all talk, with nothing to show, and no firm delivery dates for quantity products).



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5. **Can anybody buy Victron from Antares?**

Yes: We would not refuse to sell if approached, but from the above it is clear we have target areas that we want to go after; and we can only offer our standard levels of support where we have expertise. (Not marine!)

6. **What are Blue Solutions?**

Blue solutions is the partnership between Victron Energy based in Holland and Antares Europe based in UK and is the brand name given to the engineering support that Antares gives to the Victron Energy product range. When you buy a Victron product from Antares you can be assured of professional support for the products: This includes systems design and building within an ISO 9001 QA system, environment and EMC applications experience, project software configuration of all products tailored to the application, and first line technical support in the UK. This support makes this partnership special. Victron Energy chose Antares to market their products in the UK Vehicle industry because of this support.

The Blue solutions partnership will concentrate on extending the Antares product offering: in particular, AC systems in the larger 3kW+ size, paralleling, 3 phase, synchronisation to other input sources and innovative software based control solutions. As the partnership develops we both intend to increase the range of collaboration to tackle the challenges of the low carbon economy, the needs of telecoms, military vehicles and mass transit systems.

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