‘Never Stop Charging’ – ‘Charge Your Car Day’ 5th October 2025

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Whether your car is petrol or diesel-powered, its battery needs to be in top condition all the time, and especially with winter on the

way…

CTEK tells us:

(Photograph and all words from CTEK).

It's Charge Your Car Day this Sunday and CTEK, the world leader in smart battery charging, says don't make charging your vehicle's battery just a once a year event.

CTEK, says drivers should 'Never Stop Charging' to prevent breakdowns, optimise car performance, extend battery life and save money.

To clear up confusion around car batteries, CTEK is busting five outdated myths many drivers might believe; myths that put their vehicles, mobility and wallets at risk:

Myth 1: If my car starts, the battery must be fine.

Myth BUSTED:
Your battery could be slowly deteriorating. Modern vehicles draw power constantly even when parked – causing battery drain that often goes unnoticed until it's too late.

Myth 2: Battery failure is rare.

Myth BUSTED:
It's actually the **number one reason for vehicle breakdowns**, causing around **40% of roadside callouts**. Most drivers only find out their battery is failing when stranded.

Myth 3: The alternator keeps my battery fully charged.

Myth BUSTED:
Not always. Short or infrequent drives don't give the alternator enough time to recharge the battery. Advanced car tech (such as stop-start) can drain more power than replaced.

Myth 4: Car batteries last for years without maintenance.

Myth BUSTED:
Without regular charging, your battery's lifespan shortens dramatically. In fact, using a smart charger like **CTEK's** can **triple your battery's life** – saving time, money and stress.

Myth 5: Charging is complicated and only for experts.

Myth BUSTED:
Not with **CTEK**. Its smart chargers are trusted by **more than 50 top car manufacturers** (including Lamborghini, Porsche and McLaren) and are designed to be safe, simple and automatic for any driver to use.

The good news this Charge Your Car day it that there's an easy, cost effective solution. If drivers get in the habit of connecting a battery charger in a fuss-free, simple way at every opportunity their battery will always be primed for peak performance.

Regular charging is not only the easiest way to avoid the risk of battery failure; it can triple battery life and improve performance. A charged battery makes everything in the car work better, as the car does not need to prioritise essentials over power-hungry luxuries such as air conditioning.

Mark Poole, CTEK's Sales Manager for the UK and Ireland, said: "Charge Your Car Day on 5 October is the moment for our national community of drivers to celebrate smarter motoring together. We all dread a flat battery. At best it's an inconvenience, at worst it's a long unpleasant delay and even an expensive new battery.

"Research shows one in three vehicles entering workshops has a battery in need of attention. That figure increases to more than 50% during winter, when cold weather further reduces battery performance and increases the risk of failure.

"But you don't have to live in fear of battery failure. Regularly connecting a CTEK charger

provides peace of mind, optimises performance, extends battery life and saves money.

“And CTEK makes it easy. In our range there’s a charger to suite every driver, all are smart and all are simple to connect. Each automatically gets the job done. You can ‘Never Stop Charging’.”

When you’re looking for the best car battery charger on the market, CTEK chargers are widely known across the globe for their excellent performance and reliability.

Treat your car – and yourself – this Charge Your Car Day by choosing to ‘Never Stop Charging’ your car battery.

About CTEK:

- Established in Dalarna, Sweden, CTEK is the leading global brand in vehicle charging solutions.
- CTEK offers products ranging from 12V and 24V battery chargers to charging solutions for electrical vehicles. CTEK’s E-mobility solutions range from individual EV chargers to larger corporate and commercial installations with multiple charging stations, that require load balancing and integrate seamlessly with monitoring and payment equipment.
- CTEK’s products are sold via a carefully selected network of global distributors and retailers: as original equipment; supplied to more than 50 of the world’s leading vehicle manufacturers; and through charge point operators, property owners and other organisations/individuals providing EV charging infrastructure.
- CTEK takes pride in its unique culture based on a passion for innovation and a deep commitment to supporting the transition to a greener mobility, by adhering to industry leading ESG standards.