

## Auto Express Unveils Top Car Battery Chargers for 2018, with NOCO Awarded Top Spots

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The announcement of the Auto Express Awards is a much anticipated and prestigious annual event highlighting the best automotive products in their respective categories. On February 26, the UK-based automotive media conglomerate released its selections for [Best Car Battery Charger](#), with the NOCO Genius brand occupying two of the top three positions. According to Auto Express, the "standout producers here were CTEK and its US rival NOCO." Although CTEK retained its number one ranking, Auto Express noted that its performance was "very close" to NOCO.

The NOCO Genius brand was awarded two of the top three positions with its G7200 and G3500 models, making it the top [automotive battery charger](#) brand. "CTEK just hangs on to its title with the CT5, but it was very close with NOCO's big G7200. However, NOCO gets the nod among the smaller chargers, with the versatile G3500 coming out ahead of CTEK's MXS 3.8." Despite narrowly missing out on the top spot, there's "lots to like about this US import that came so close to toppling CTEK. It's supplied with leads that are almost a metre longer than its Swedish rival's and has the widest clamps on test at 35 mm. It just topped the CT5 in the charging test, hitting the 80 percent ready-to-start point around 40 minutes sooner, in just over nine hours."

The result of the Auto Express Awards is a testament to NOCO's product innovation and market strategy for the UK market, as it also outperformed incumbent UK brands Sealey, Optimate, and Ring Automotive. "This is a significant achievement for NOCO and a recognition well deserved," said Gary Vincent, NOCO's International Sales Manager for the United Kingdom and Isles. "Our investments in a localized salesforce, logistics plan, and marketing activities have not only been effective but also well received by distributors and consumers."

These recent accolades are just a microcosm of what the NOCO brand has achieved within the past year. The brand has also been featured in some of the UK's most prestigious industry and consumer magazines, such as CAR, Autocar, Bike, Classic Bike, Classic Cars, Car Mechanic, Commercial Fleet, Aftermarket, and CAT. In addition, it has been awarded opportunities to partner and sponsor several industry-wide events. Vincent declared that NOCO "will continue its investment in the UK market by bringing the highest quality, best performing, and most innovative products to the UK consumers" and "aggressively capture market share" with the "goal of occupying the top three positions in the Auto Express 2019 Awards."

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