



Sunny, the mobile Solar Academy unveiled at the All-Energy Conference & Exhibition in Melbourne

Sydney, Australia, October 25, 2023: SMA, a global leader in solar technology solutions, is excited to introduce Sunny, the mobile Solar Academy – its latest customer training and support feature - at the upcoming All Energy Conference in Melbourne, taking place on October 25-26, 2023.

This innovative mobile showroom, an IVECO automobile that has been adapted and custom-made to open out into a walk-on showroom and training facility, is poised to bring SMA's high quality and reliable products closer to customers, giving installers a chance to experience the technology up close, chat with SMA's experienced and knowledgeable team in-person and get the latest information in a constantly-evolving energy market.

Sunny will be used as a tailor-made roadshow vehicle that is designed to function as a mobile sales showroom and Solar Academy training facility, with the aim of serving the needs of both the solar industry and end consumer markets.

SMA's team of experts will be hitting the road in Sunny, travelling to installers across the country to provide unparalleled support and knowledge to help customers harness the full potential of SMA's solar energy solutions.

"Sunny, the mobile Solar Academy, is a symbol of our commitment to strengthening net zero objectives across Australia, particularly in regional areas, and delivering a customer-centric approach," said Benjamin Bishop, SMA Sales Director, Commercial and Industrial.

"Our goal is to redefine customer-centricity by providing hands-on experience and expert guidance from our experienced and knowledgeable team, all at the customer's doorstep.

"The mobile showroom allows us to reach customers in the heart of rural Australia who want to explore our products and make informed decisions without the need to travel long distances."

The mobile Solar Academy, will be making its debut at the All-Energy Conference in Melbourne on October 25-26, 2023. Attendees will have the opportunity to be among the first to experience this innovative mobile showroom and interact with our experts.

As a pioneer in decentralised and renewable energy solutions, SMA Solar Technologies enables consumers to generate, store, and manage solar power efficiently. Through intelligent energy management systems, SMA optimises the utilisation of solar energy, providing cost savings and sustainable living without compromising comfort or convenience.

SMA Solar Technologies is committed to revolutionising the global energy landscape and delivering innovative solutions that enable a brighter and sustainable future for all.



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About SMA Australia:

SMA is one of the world's longest-servicing solar inverter manufacturer. Over 750,000 SMA inverters have already been installed across Australia alone, producing more than 35% of all solar electricity in the country.

With 40-years of global legacy in PV, SMA is the chosen European PV inverter manufacturer brand in the Australian solar market.

Worldwide, the SMA Group is setting the standards today for the decentralised and renewable energy supply of tomorrow. SMA inverters with a total output of approximately 115 gigawatts have been installed in more than 190 countries worldwide. SMA's multi-award-winning technology is protected by approximately 1,700 patents and utility models.

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