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**Heat Pumps Made in Europe**

**The demand for low carbon heating, and reliable energy-efficient heat pumps drives investment in local production**

**Wiesbaden, Germany, August 29th, 2023 –** This summer,Panasonic Heating & Cooling Solutions marked an historic milestone in its heat pump manufacturing with full production of its latest AQUAREA L Series, a new generation of heat pump using R290 natural refrigerant, now being produced completely in Europe.

Panasonic’s AQUAREA heat pumps were launched in Europe in 2010 following exceptional growth for heat pumps as a sustainable source of heating and hot waters supply. Demand for AQUAREA heat pumps has grown significantly faster than the market.

While the European market doubled in size between 2019 to 2022 to 3 million heat pump units sold, Panasonic grew over 4 times in the same period. “And we foresee that demand will grow 10 times by 2030”, says Enrique Vilamitjana,

Managing Director, Panasonic Heating Ventilation Air-Conditioning Europe.

Due to the rising environmental awareness and the massive trend towards electrification of the heating sector, there has been a pressing need for Panasonic to establish a production capacity to meet such growing demand and to help make homes even greener.

Transferring the full production of its latest Aquarea L Series, a new generation of heat pump using R290 natural refrigerant, from Asia to Europe increases capacity and the number of parts being produced locally and massively reducing CO2 emissions and supply chain risks from logistics. Aligning with the Panasonic GREEN IMPACT philosophy, this also ensures a reduction in carbon footprint through local production for local market needs. The new generation of heat pumps, AQUAREA L Series, are made to be even more sustainable with using the natural refrigerant, R290, and has a low Global Warming Potential (GWP) of just 3 and contributes to a reduction in CO2 emissions.

Moving production capacities to Europe will also provide more resilience as manufacturing and customers are both in the same region. Together with its also expanding R&D centre for heat pumps and its digitalisation in Germany, Panasonic Heating & Cooling further increases its focus on the European market, implementing feedback from installation partners as well as European households and businesses even faster.

To find out more please visit [www.aircon.panasonic.eu](file://Wildwood2017/Data/WPDOCS/Panasonic/PR/European%20PR/www.aircon.panasonic.eu).

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**About the Panasonic Group**

Founded in 1918, and today a global leader in developing innovative technologies and solutions for wide-ranging applications in the consumer electronics, housing, automotive, industry, communications, and energy sectors worldwide, the Panasonic Group switched to an operating company system on April 1, 2022 with Panasonic Holdings Corporation serving as a holding company and eight companies positioned under its umbrella. The Group reported consolidated net sales of 8,378.9 billion yen (ca. 59.4 billion Euro) for the year ended March 31, 2023. To learn more about the Panasonic Group, please visit: <https://holdings.panasonic/global/>

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