

PRESS RELEASE

## **Talesun enters the Hungarian Solar Market**

**Munich, 08<sup>th</sup> November 2012: Talesun, a leading international manufacturer of high quality solar modules and cells, is expanding its sales and distribution in Europe. The company is beginning with the realization of its first projects in Hungary, a country that has recently committed to a massive expansion of its renewable energy base.**

With the delivery of 100 Solar modules Talesun is making its entry to the Hungarian photovoltaic market. The customer, Sonnergy Hungaria KFT – part of the Sonnergy Bavaria Team Ltd group of companies – is making the most of the country's positive legal and geographical conditions for solar installations, and counting on the photovoltaic technology from Talesun to realize its goals. As well as the consistently high production quality, Sonnergy highlighted the manufacturer's service and guarantees as being deciding factors in their choice of module.

“The promotion of decentralized photovoltaic projects by the Hungarian government is particularly attractive to us as investors. We build our project profitability on the selection of the highest quality technologies available, a fact that leads to a payback that's more than simply financial,” confirms Max Niefanger, CEO at the Sonnergy Bavaria Team. “In Talesun, we've found a module manufacturer who can deliver our expectations with speed and reliability – a service that has quickly won us over.” For the Hungarian photovoltaic project, Niefanger's team opted for the 190 Watt TP572M module type, recognized for its high mechanical stability and its particularly strong tolerance to the effects of wind and snowfall.

Talesun's entry to the Eastern European market has strategic aims, as Joachim Simonis, CEO at Talesun Solar Germany GmbH explains: “Through this cooperation with a highly experienced partner, we are able to meet the right preconditions for an entry into the Hungarian market, and at exactly the right time. The country has set itself ambitious goals for a restructuring of its energy provision, with the national strategy strongly emphasizing the importance of developing

its renewable energy portfolio. Against this backdrop, photovoltaics will be an important building block, a fact that encourages us to increase the distribution of our modules in Hungary.“

#### **About Talesun**

Talesun is an internationally operating premium producer of solar modules and cells for the private and industrial sectors. The company's 210,000m<sup>2</sup>, fully automated production plant in the Chinese province of Jiangsu will reach a production capacity of 1.5 GW by the end of 2012. Talesun has subsidiaries in Shanghai, Munich and San Jose. More information under: [www.talesun-eu.com](http://www.talesun-eu.com).

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