



BLUETTI 2026

Energy Independence Starts Here



TECHNOLOGY PIONEER IN CLEAN ENERGY



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01

Brand Intro

BLUETTI Core Trinity

Mission

Provide Clean Energy For Humanity

Vision

Empowering Every Household As The World's
Greatest Clean Energy Company

Values

Creating A Better World

BLUETTI — Technology Pioneer in Clean Energy



Who We Are

Founded in 2013, BLUETTI has been a pioneer in clean energy solutions. With over a decade of innovation and commitment to sustainability, BLUETTI has curated a diverse range of reliable products tailored for adventures, emergency backup power, and off-grid living, shaping a smarter, greener future we share.



1st

Manufacturer of both lithium portable power station and lithium home ESS

1st

TUV S-mark certified energy storage system winner in Asia

1st

All-round IP65 water-resistant power station

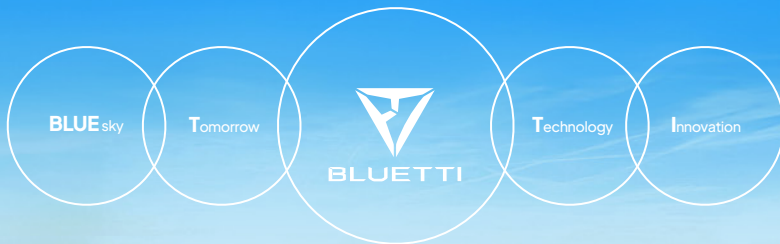
1st

Sodium-ion Portable Power Station

Top
funded

Power Station on Indiegogo

Technology Pioneer in Clean Energy



Milestone

2013

PS10B, world's first lithium portable power station
First lithium home ESS introduced

2009

R&D Team Founded

2020

AC200 raised \$6.7M on Indiegogo

2018

PS3215B, Asia's first ESS certified with TUV S-Mark

2017

40,000 m² factory certified with TS16949

2022

AC500 & B300S raised \$12.28M on Indiegogo

2021

Project LAAF* Launched

* Lighting an African Family, BLUETTI's initiative providing electricity to families in remote regions of Africa

2025

- 5 new product lines and next-gen energy tech unveiled at CES 2025
- Leave No Trace partnership to promote clean energy and low-impact outdoor living
- Apex 300 raised \$5.6M, the #1 Indiegogo campaign of the year
- UN-Habitat partnership to bring sustainable energy access to Kenya
- Pioneer Na, world's first sodium-ion portable power station

Brand Story

In **2013**, a group of dreamers met in a café in Shenzhen, driven by a shared goal: to bring clean energy accessible to the world.

From that moment, **BLUETTI was born**.

In the same year, we took a bold step forward by launching the world's first lithium-powered home energy storage system, followed by the **PS10B**—the first lithium portable power station. These game-changing innovations set a new benchmark and redefined what energy storage could be.

Today, more than **3.5 million** homes and businesses in **120 countries** trust BLUETTI for everyday power and emergency preparedness.

Through initiatives like the **Lighting an African Family (LAAF)**, we're committed to making a meaningful impact, bringing power and hope to communities in need.

As we continue to innovate and inspire, BLUETTI is dedicated to pushing the boundaries of clean energy and smart living—through technology and a relentless commitment to excellence.

BLUETTI —Technology Pioneer in Clean Energy



Technology Pioneer in Clean Energy

Provide Clean and Independent Energy for All People

User Groups

Home Users

Outdoor Adventurers

Professionals

Use Scenarios

Home & Preparedness

Home Backup

Off-Grid Living

Emergency Preparedness

Disaster Relief

Outdoor & Adventure

Camping

Hiking

Road Trips

Photography

RV Living

Overlanding

Fishing

Yachting

Outdoor Sports

Festivals & Events

Work & Professional

Field Work

Mobile Office

Small Businesses

Workshop/Studio

Home Repair

Gardening/Farming

Product Series

Portable Power Stations Apex, Elite, Pioneer

Home Energy Storage EnergyPro (EP)

Battery Packs BlueCell, EnergyPack

Solar Panels PV, SP

Ecosystem Products

Charger (Alternator charger), MultiCooler, Handsfree (Backpack power station), FridgePower, RVSolar

Envisioning the Future with BLUETTI



Leading the Future of Clean Energy

BLUETTI aims to make clean, reliable energy accessible to everyone. Our innovations support lifestyles built on independence, adventure, and sustainability.



From the Outdoors to Everyday Life

We began with outdoor power solutions and now extend our expertise to homes and businesses, offering scalable systems that strengthen community resilience.



Supporting Specialized Fields

BLUETTI products are used in agriculture, construction, scientific research, media production, and live events—where portable, durable, and eco-friendly power is essential.



02

Products

BLUETTI offers a diverse range of power storage products, including portable, home, and commercial models, as well as solar panels and accessories. These products are designed to provide reliable and clean energy solutions for a variety of applications, such as outdoor activities, camping, hiking, emergency backup power, and off-grid living.



The "1st" We Have Achieved

- Portable Power Station Product
- Home Energy Storage System

2013

- **PS10B**: World's 1st Lithium Portable Power Station
- World's 1st Lithium Battery Residential Energy Storage Solution



2017

- **PS3215B**: 1st Energy Storage in Asia Certified with TUV S-Mark



2020

- **AC200**: World's 1st 2kW Portable Power Station Supporting EV charging Raised \$6.7 Million on Indiegogo



2021

- **EB55 AC200MAX/ AC300+B300**: World's 1st 3kw Portable Power Station



2022

- **AC500+B300S**: World's 1st 120V/240V Dual Voltage Portable Power Station Raised Record-breaking \$12.28 Million on Indiegogo
- **EP600**: World's 1st All-Aluminum Residential Energy Storage System



2024

- **MultiCooler**: World's 1st Portable Fridge with 4 Charging Options;
- **AC240**: World's 1st Power Station with IP65 Protection and Parallel Operation;



2025

- **Apex 300**: #1 on Indiegogo with \$5.6M raised
- **Pioneer Na**: World's first sodium-ion portable power station



2026

- **Charger 2**: World's First 1,200W Car & Solar Dual-Charging Smart Energy Hub



BLUETTI Elite Series

Portable

Power Station

Elite 100 V2

1,800W | 1,024Wh LiFePO₄

Elite 10

200W | 128Wh LiFePO₄

Elite 300

2,400W | 3,014.4Wh LiFePO₄

Elite 30 V2

600W | 288Wh LiFePO₄

Elite 400

2,600W | 3,840Wh LiFePO₄

Elite 200 V2

2,600W | 2,073.6Wh LiFePO₄

Power That Fits

BLUETTI Apex Series

Versatile

Apex 300+6*BlueCell 500K
3,840W | 33,484.8Wh LiFePO₄

Apex 300+6*BlueCell 300K
3,840W | 19,353.6Wh LiFePO₄



Exceed the Expected

BLUETTI Pioneer Series

Cutting-Edge

Pioneer MD (AC180T)

1,800W | 1,433Wh

Hot-Swappable Power Station

Pioneer Na

1,500W | 900Wh

World's First Sodium-Ion for Extreme Cold

Pioneer 50 (AC60)

600W | 403Wh

IP65 Water-Resistant

Pioneer 150 (AC240)

2,400W | 1,536Wh

IP65 Water-Resistant

Born to Disrupt

BLUETTI EnergyPro Series

EnergyPro 13K+4*EnergyPack 500

13,200W | 19,200Wh LiFePO₄

EnergyPro 20K+HV800+2*B700

10,500W | 14,700Wh LiFePO₄

EP900+4*B500

9,000W | 19,840Wh LiFePO₄

EnergyPro 6K+AT1

5,760W | 7,680Wh

EP760+2*B500

7,600W | 9,920Wh LiFePO₄



Home, Powered Smart

BLUETTI Ecosystem Series



Charger 1
560W



Charger 2
1200W



X20
153.6Wh



RV Solar System
5-122kWh | 5,000W



MultiCooler Fridge
42qt Capacity | 1,800W | 1,433.6Wh
(With 2 x B70 Battery Packs)



**FridgePower
Backup System**
2,016-8,064Wh | 1,800W



**Handsfree 1
Backpack Power Station**
42L Storage | 300W, 268.8Wh



**Handsfree 2
Backpack Power Station**
60L Storage | 700W, 512Wh

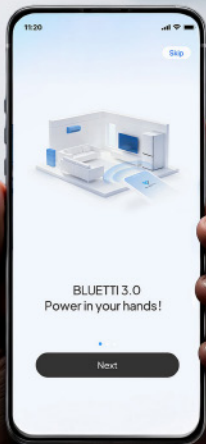


X60
614Wh



X30
297Wh

BLUETTI App



User System:

Featured events, bucks redemption, and prize lucky draws help lower purchase costs and increase interactive fun.



Community:

A global gathering place for BLUETTI users to share your stories and explore more energy-powered lifestyles.



Store:

Provides official BLUETTI product purchasing services.



1. Disaster Alerts

Automatically preps your power using weather data models, so you stay prepared before disasters strike.



2. Remote On/Off

Sleep mode slashes standby drain, wake it anytime from your phone.



3. Smart Customer Service

24/7 support.



4. Fault Diagnosis

Guided troubleshooting to resolve issues.



5. Smart Control

Remotely adjust, monitor, and update your system in real time—all from your phone.



03

Future Tech

From Day 1, the BLUETTI R&D team has been committed to transforming energy storage, usage, and management—empowering sustainable living both at home and outdoors.

Research & Development

847

Total Patents

219

Design Patents

308

Invention Patents

467

Technicians

320

Utility
Model Patents

60%

from World's
Top 100 Universities

As of December 31, 2025



Core Technologies

At the heart of BLUETTI lies a commitment to innovation. Our cutting-edge four-layer technology integrates seamlessly to deliver unparalleled stability, efficiency, and simplicity. A smarter, more sustainable world is coming, all powered by BLUETTI.

BLUE PEAK™

Innovation Hub

BLUE GRID™

Power Infrastructure

BLUE LINK™

Energy Network

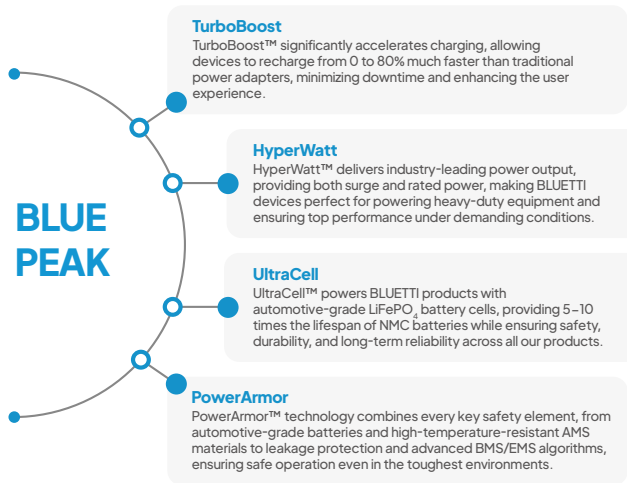
BLUE LIFE™

Ecosystem



BLUETTI — Technology Pioneer in Clean Energy

BLUE PEAK™ Innovation Hub



BLUE LINK™ Energy Network

Power Sense
24/7 energy monitoring and optimization. Get real-time insights, remote control, and early warnings to keep your home or facilities running smoothly.

BLUETOPUS BMS
AI-powered battery management ensures safe operations in diverse conditions by managing overloads, overheating, and multi-way charging.

BLUETTI Smart EMS
Optimize your energy system by seamlessly integrating multiple power stations and different battery packs, ensuring energy performance across your entire setup.

Device Connectivity
Connect one, connect all. Supports 5G/4G, Bluetooth, and Wi-Fi, with upcoming smart plugs designed to integrate effortlessly into smart home systems using protocols like Matter.

BLUE GRID™ Power Infrastructure

BLUETTI Smart Energy System

An AI-powered smart energy system created by BLUETTI that unifies intelligent control hardware innovation, and cross-platform compatibility to deliver continuous energy visibility and optimization, enabling a safer, more sustainable, and more efficient way to power your home.



24/7 Power Monitoring

All your energy data, always at your fingertips.



Dynamic Electricity Price

Automatically adapt charging and usage to real time energy costs.



Extreme Weather Alert

Anticipate severe conditions and prepare backup power in advance.



Smart Home Platform Integration

Support control and customized integration with mainstream smart home platforms.

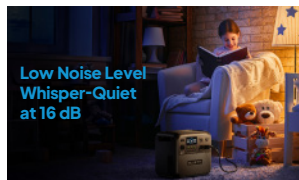


BLUE LIFE™ Ecosystem



▲ Modular Hot-Swappable Energy Units

▲ Water-Resistance and Dust-Proof



▲ Intelligent Noise-free Temperature Control



▲ Innovative Backpack Energy System

▲ With BLUETTI, experience a lifestyle powered by renewable energy, where health, sustainability, and adventure go hand in hand.

In-House Manufacturing & Advanced Facilities

Full-Stack Technology + Industrial-Grade Engineering

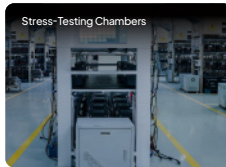
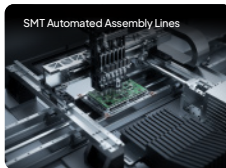
130,000+ m²

Manufacturing Area

22

Global Service Centers

Manufacturing Base



Quality Assurance

Certified for Safety, Reliability & Global Standards

FRANDROID

What struck me most about this visit was Bluetti's commitment to quality. The company doesn't just assemble products, it designs, develops, and tests them in-house. This is also what can differentiate the quality of two products, beyond the price.

	IEC 62133 Certified		FCC		UL
	ISO 9001		ISO 14001		CB
	TUV mark		UKCA		RoHS
	SAA		CE		TUV SUD Mark
	VDE		PSE		EMC



Drop Test

18 drops from various angles, ensuring durability under real-world conditions.



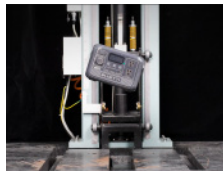
Mechanical Robustness Test

A 1.1 lbs (500g) ball dropped from a height of 47.25 inches (120 cm) to test impact resistance.



Transportation Scenario Restoration Test

100% recovery after vertical movement within 50mm for 30 minutes.



Shock Resistance Test

Peak acceleration of 150 m/s, demonstrating resilience to high-impact shocks.



Water Resistance and Dust Proof

Water and dust resistance for reliable outdoor performance.



Extreme Temperature Challenge

3-minute cold shock test on the B500, showcasing performance in extreme temperatures.



04

Brand Reputation

BLUETTI's energy solutions go beyond providing power — we cultivate a sense of community and collaboration among sustainability-conscious consumers through omnichannel marketing campaigns, online communities, and impactful initiatives. Over the years, we've earned recognition from users, media, and prestigious awards. Above all, we take pride in being change-makers, working alongside like-minded individuals who share our passion for innovation and sustainability to create a meaningful impact.

BLUETTI at a Glance

3.5M+

Global Users

200B+

Media Impressions

2.7M+

Social Followers

60K+

Editorial Features

Note: Cumulative potential reach collected via Cision (2022-2025).



2.7 Million+

Social Media Followers



80,000+ Media Coverage

IXDA

reddit

TECHPOWERUP

The Verge

BuzzFeed

electrek

The Telegraph

RollingStone

The Register

REUTERS

digitaltrends

la Repubblica

THE WALL STREET JOURNAL

tom's guide

Bloomberg

CNN

DAILY CALLER

EL ESPAÑOL

LA NACION

NEW YORK POST

GEAR PATROL

FOCUS online INDIA TODAY

gPost

NBT

2D NET

GLASH GEAR

msn

KB

TC

YAHOO! JAPAN

METRO

Los Angeles Times

Pocketlint

MEN'S JOURNAL

9TO5Google

BBC

RollingStone

Bloomberg

International Business Times

gPost 搜狐 SOHU.com

MID

techradar

AP

Forbes

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Featured By

Forbes

"BLUETTI's Handsfree - With a powerful 3000watt power station that charges five devices at once, modular storage for all your gear and an ergonomic design that's perfect for long hikes, this game-changing backpack is a must have for outdoor enthusiasts."

How-To Geek

"The Pioneer Na might be exactly what I need this winter. It's a power bank that doesn't use a traditional lithium-ion battery, and it's designed to keep going during the harsh winter cold."

techradar

"The BLUETTI Elite 200 V2 is a fantastic portable power station for most individuals. It is a tremendous all-round Swiss army-knife power station that is great at many things"

ROAD TRACK

"Our favorite portable power station of 2025, the BLUETTI Apex 300 is a high-capacity, dual-voltage portable power station designed for everything from emergency home backup to RV and off-grid use."

2D NET

"I recently used this power (BLUETTI Elite 200 V2) to run a completely off-grid "office" for a few days. Over a long weekend, it handled my satellite internet, laptop, and other gadgets with ease."

bob vila

Tired, True, Trustworthy Home Advice

"Where the Elite 200 V2 really flexes, though, is with high-demand appliances. I ran my full-size refrigerator on it for over 30 hours on a single charge. That kind of power output is incredibly reassuring, especially here in Florida, where hurricane season makes outages a real concern."

BLUETTI —Technology Pioneer in Clean Energy



Voice of Influencers



HOBOTECH

I think BLUETTI really hit a home run out of the park with this new model; it's popular that everybody wanted last year and was totally worth the wait.



CheapRVLiving

It's quiet, it's tiny, it's powerful, I love everything. The Elite 200 V2 is the only power station you'll ever need for Van life.



The Solar Pit

Apex 300 is my overall top pick for flexibility of any portable power station on the market, this is powerhouse that it offers and definitely a good buy.



Pinball Preparedness

BLUETTI solar generators as one of the premier names in a lot of electronics, certainly high quality.



Ozark Overland Adventures

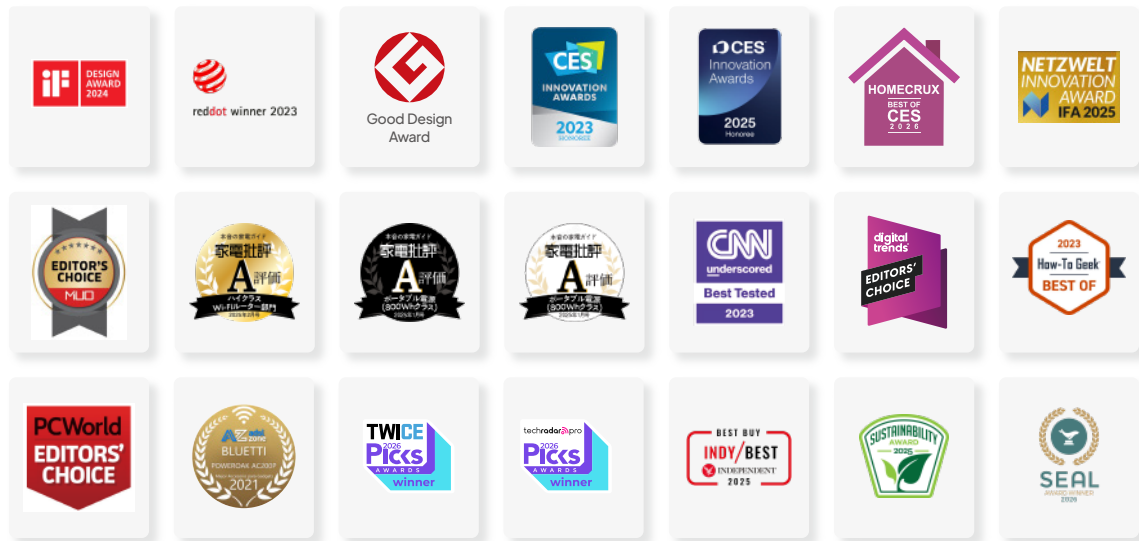
I absolutely love these power stations, the size and form factor of it is just right, the amount of power that you get out of this is very respectable for what we like to do on overlanding trips, camping trips, and extra power around the house for your emergency stations and power outages.



Martin Johnson-Off Grid Living

This thing will run a full-sized house refrigerator, that is so cool. I am genuinely impressed. I mean like genuinely impressed. I don't know I'm kind of speechless right now.

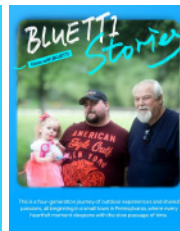
Awards





Real Stories, Real Impact

This year, BLUETTI continues to focus on the real stories of our users. Through in-depth conversations, we share how our products are interwoven with personal journeys—stories of love, dedication, care, growth, exploration, and breakthrough. Every narrative carries real impact.

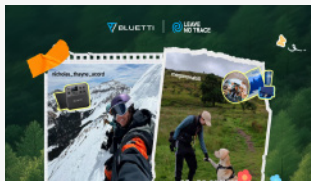


BLUETTI 2025 SOCIAL IMPACT REPORT

Energy for Humanity. Power for the Planet.



Product Innovation for Sustainability



Care for Environment



Care for People and Communities



Lighting an African Family (LAAF) Initiative

Proud Partners



Brand Events



BLUETTI × Leave No Trace



BLUETTI × UN-Habitat



Noto Peninsula Earthquake Relief (Japan)



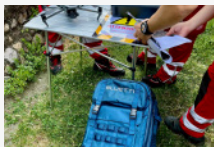
Distributor Conference



LAAF



BLUETTI × Crok Ciné



BLUETTI × Croce Rossa Italiana



BLUETTI EP900 Launch



IFA at Berlin



World Earth Day in the USA



CES at Las Vegas & Brand Refinement 2025

BLUETTI Care for People



LAAF Program

In 2021, BLUETTI initiated the LAAF (Lighting an African Family) project, a cornerstone of our commitment to global welfare. This initiative aims to bring sustainable power solutions to African households without access to electricity. To date, we have empowered over 15,000 families across 10 regions in Africa, delivering light and hope to communities in need.



UN-HABITAT

UN-Habitat Collaboration

In August 2025, BLUETTI expanded its cooperation with UN-Habitat to improve clean-energy access in Africa. The LAAF program in Kenya—now in its fourth year—supports 500 families and over 2,000 residents in underserved urban areas, many from women-led households.

BLUETTI —Technology Pioneer in Clean Energy



BLUETTI Care for the Planet

Sustainability in numbers:

7.07 GWh of clean energy generated

≈10.7M+ trees preserved

≈27,249 trips around the Earth

≈2.35M+ African households' annual electricity usage



Global Subsidiaries

BLUETTI US

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BLUETTI PHILIPPINES

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BLUETTI NIGERIA

NO. 238, OLUTOYE CRESCENT, OFF ADENYI JONES, IKEJA, LAGOS, Nigeria

BLUETTI KENYA

3rd Floor, Global Center (Equity), Opp Yaya Center Argwings Kodhek Road, Kilimani, Nairobi, Kenya

BLUETTI TANZANIA

VICTORIA NOBLE CENTER, KINONDONI, Kinondoni Municipal Council, Dar Es Salaam, Tanzania

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TikTok



Facebook



Instagram



YouTube



Twitter



LinkedIn