

AVILOO names Brett Lippel as CEO of its North American operations

Industry veteran to lead U.S. expansion of independent EV battery diagnostics

LOS ANGELES, CA, UNITED STATES, June 8, 2026 /EINPresswire.com/ -- [AVILOO](#) today formally introduced Brett Lippel as CEO of Northern America. Backed by more than two decades of industry leadership, Lippel is set to accelerate AVILOO's U.S. growth and expand access to the company's trusted, independent EV battery diagnostics - helping bring greater transparency and confidence to one of the fastest-growing segments of the automotive industry.



AVILOO's Marcus Berger (Global CEO, left) and Brett Lippel (CEO of its North America, right)

Los Angeles, April 8th 2026 – AVILOO, the global leader in independent battery diagnostics for electric vehicles officially announced the appointment of Brett Lippel as CEO of AVILOO Northern

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Marcus Berger

America. Lippel is now formally introduced in this leadership position as he drives AVILOO's strategic growth and the nationwide adoption of its advanced battery testing technology.

As the U.S. EV market continues to grow rapidly - particularly the used-EV segment - trust and transparency around battery health have become critical factors for consumers, dealerships, remarketers, and fleet operators. AVILOO offers the industry's first manufacturer-independent, validated battery diagnostic, providing an accurate assessment of an EV battery's real

condition rather than relying solely on Battery Management System (BMS) data.

AVILOO Global CEO Marcus Berger emphasized the importance of Lippel's appointment in this

phase of expansion, noting that the company has found “a proven expert from the automotive sector” who brings not only deep market knowledge but extensive industry relations. “We are truly excited that we were able to bring on board a proven expert from the automotive industry with Brett. We can see how passionately he takes on this mission, and we are confident that thanks to his know-how and dedication, we will make a decisive step toward realizing our goals in the United States”, Berger said.

Lippel’s first weeks in the role have already been marked by extensive engagement with key industry stakeholders. Reflecting on his new responsibilities, he explained that stepping into the position has only strengthened his belief in AVILOO’s impact: “This new responsibility is incredibly exciting, and I’m glad to be part of the outstanding AVILOO team. I am one hundred percent convinced by the product, and I believe our independent battery certificate is exactly the tool the industry needs to sustainably revolutionize the used EV market in the coming years.”



Brett Lippel (CEO of AVILOO, North America)

Driving Trust and Transparency in the Used EV Market

With over 20 years of leadership experience across automotive, mobility, fintech, logistics, and SaaS, Lippel brings a strong background in scaling organizations, building nationwide partnerships, and leading high-performance teams. He has previously held senior roles including SVP at ShipYourCarNow.com, CEO of Lendgistics, and President of Midway Auto Group, and was part of the early leadership team at TrueCar during its rapid growth phase.

In his new role at AVILOO, Lippel intends to leverage his broad network and operational expertise to accelerate the availability of AVILOO’s independent battery testing across dealerships, fleets, remarketing partners, and OEMs. His mission is to establish independent battery diagnostics as a new national standard of trust in EV transactions.

About AVILOO

AVILOO started in 2018 with independent battery diagnostics for EV and plug-in hybrid vehicles and has since established itself as the global industry standard and market leader. Founded near Vienna, Austria, the company operates worldwide and has also been active in the United States since 2024 with a location in Denver, Colorado. The company develops and markets precise, fast, and manufacturer-independent tests to detect the State of Health (SoH) and defects in drive

batteries of used vehicles. The company started its business with the AVILOO PREMIUM Test, the world's most comprehensive battery test for individuals. Based on thousands of conducted PREMIUM tests and the resulting world's largest database, the AVILOO FLASH Test was developed to provide a quick assessment of the battery's state within 3 minutes – ideal for fleets and remarketing.

By covering over 96 % of all available brands, the FLASH Test is currently the fastest comprehensive diagnostic solution on the global market. All analysis methods and certificates are TÜV and CARA certified, ensuring complete transparency and safety for used car buyers, sellers, and users—both commercial and private.

Tom Green

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