



WattTonne

Independent, evidence-first media for electric heavy trucks

ABOUT

Publisher	WattTonne — published by Vigla Media OÜ (Tallinn, Estonia); editorial desk in Antwerp, Belgium
Founded	January 2026
Domain	wattonne.com
Focus	Electric heavy trucks (Class 8 / >16 t): vehicles, charging, battery-swap, policy, TCO, supply chain
Audience	European shippers, 3PL groups and fleet owners — the people who actually sign truck purchase contracts

COVERAGE

Markets	11 European markets: Germany, Netherlands, France, UK, Belgium, Sweden, Norway, Poland, Spain, Italy, Switzerland — plus a China business edition
Languages	English (canonical) + native country editions (Dutch, German, French, Swedish, Norwegian, Polish, Spanish, Italian) + Chinese
Content	200+ published entries (news, case studies, guides, explainers, dossiers) covering 2025-11 to present

PRODUCTS

- **Evidence Files** — verified dossiers on every electric heavy truck in Europe (Mercedes eActros 600, SANY e263, etc.)
- **TCO Calculator** — pre-loaded with 2026 subsidy and CO₂-toll parameters
- **Subsidy Watch** — policy tracking across launch markets
- **Buyer's Guide** — duty-cycle framework for the charging-vs-swap decision
- **The WattTonne Weekly** — English newsletter (weekly from 17 August 2026)

EDITORIAL POLICY

- Evidence-first: every claim carries a cited source; estimates are marked as estimates
- Independent: not affiliated with any manufacturer; a disclosure policy covers group commercial interests
- Scoring: seven weighted dimensions (performance 20 / TCO 20 / price 10 / competition 15 / warranty 10 / service 15 / track record 10); provisional badge under 60% completeness

CONTACT

Media / press	press@wattonne.com
General	hello@wattonne.com
Advertising	ads@wattonne.com
Media kit	wattonne.com/mediakit/

Fact sheet · WattTonne · August 2026 · Figures are current as of this edition and may be updated.