

Corporate Philosophy

Innovation and Growth

We are committed to people, society and the global environment through innovation and growth of our employees and business entities.

Management Vision

We are committed to delivering security and comfort to our customers around the globe through advanced technologies developed in the field of stored energy solutions.

Management Policy

1. GS Yuasa will become the "First call" company based on our "Customer first" policy.
2. GS Yuasa considers "Quality" and "Safety" as most important, and supplies environmentally conscious products all over the world.
3. GS Yuasa will comply with all laws and operate using clear and fair management.

Corporate Slogan

Creating the Future of Energy

The commitment instilled in this slogan:

We pledge to pioneer new modes of futuristic energy (storage batteries), engineered to address the constantly changing needs of the times.

Our worth lies in creating value that benefits society through innovation

Our Company comprises two parents—Japan Storage Battery Co., Ltd. and Yuasa Storage Battery Co., Ltd. Since the beginning of the 20th century, we have created products that solve social issues in response to the needs of the times, including backup batteries and power supplies to support a variety of public infrastructure and lead-acid batteries for automobiles and motorcycles. The spirit of invention and challenge of the founders of both companies lives on today in the DNA of the GS Yuasa Group.

The storage batteries we create today play an important role in public infrastructure that supports our daily lives and industry. And as achieving carbon neutrality becomes a crucial social issue on a global scale, our Company's products, which function to store energy and supply it when needed, are playing an increasingly important role in this regard.

Going forward, we will continue to contribute to the realization of a sustainable society by creating innovative value through energy management that contributes to people, society and the global environment, and by continuing to grow sustainably.



President and Representative Director



Early automotive lead-acid batteries from the former Japan Storage Battery and the former Yuasa Corporation

