

News Release

September 28th, 2011

GS Yuasa Corporation



“Environmental Performance for the Earth’s Future” GS Yuasa Enhances “ECO. R Series NEO” Environmentally-Friendly Batteries

GS Yuasa Corporation (Tokyo Stock Exchange: 6674) announced today that it has enhanced the charge acceptance of its environmentally-friendly batteries “ECO. R LS” and “ECO. R” and added two new product versions to its “ECO. R IS” lineup. The new and modified batteries, all of which form part of the “ECO. R Series NEO” launched in 2009, will be available in Japan from November 2011.

GS Yuasa was the first Japanese battery manufacturer to develop environmentally-friendly batteries. In 2010, the product celebrated its 10th anniversary thanks to the strong support of customers.

In recent years, there has been growing interest in the environment, resulting in the expanded adoption of charge-controlled vehicles*¹ and idling stop (start-stop) vehicles. Charge-controlled vehicles require high charge acceptance, and GS Yuasa has responded to this need by adding lithium to the electrolyte of the “ECO. R LS” and “ECO. R” batteries. This has improved the charge acceptance of both batteries by about 5%*² compared with the current products, while still maintaining the batteries’ superior engine start performance and durability. The “ECO. R IS” lineup, meanwhile, has been bolstered with the addition of the M-42R and S-85 product versions.

GS Yuasa will continue to respond to customer needs by offering high technology with a view towards environmental friendliness.

*1. This is a type of vehicle that automakers are developing to improve fuel efficiency. Efficiency is improved by controlling the charge to the alternator.

*2. The results of JIS charge acceptance tests demonstrated that the charge acceptance of the ECO. R LS and ECO. R both improved.

Product Guarantees:

- ECO. R LS 36 months or 100,000 km
- ECO. R 36 months or 60,000 km
- ECO. R IS 18 months or 30,000 km

Availability: November 2011

Sales Target: 1 million units (annually)

Product Lineups

“ECO. R LS”

ELS-B19R (L)	ELS-D23R (L)	ELS-D31R (L)
ELS-B24R (L)	ELS-D26R (L)	

“ECO. R”

ECT-40B19R (L)	ECT-60B24R (L)	ECT-85D26R (L)
ECT-44B19R (L)	ECT-60D23R (L)	ECT-105D31R (L)
ECT-50B24R (L)	ECT-75D23R (L)	ECT-115D31R (L)

“ECO. R IS”

EIS-M-42R	EIS-Q-55	EIS-S-85
EIS-N-55	EIS-Q-55R	

Images:

Left: “ECO. R LS”; Center: “ECO. R”; Right: “ECO. R IS”

