

News Release

March 12, 2012

GS Yuasa Corporation



**GS Yuasa Aims to Greatly Expand Sales of Lead-acid Auxiliary Batteries for Hybrid Cars
~ Battery Chosen for Toyota's New Hybrid Car Aqua and Plug-in Hybrid Prius PHV ~**

GS Yuasa Corporation (Tokyo Stock Exchange: 6674) announced today that its lead-acid auxiliary battery for hybrid cars has been chosen by Toyota Motor Corporation (Tokyo Stock Exchange: 7203) for the company's new hybrid car Aqua, which went on sale in December 2011, and its plug-in hybrid car Prius PHV, which was launched in January 2012.

In recent years, fuel efficiency standards and CO₂ emissions regulations have become more stringent in Japan and other countries around the world. Automakers have taken initiatives to improve the fuel efficiency of their vehicles, and hybrid cars have earned recognition for their ability to reduce CO₂ emissions and grown in popularity. Plug-in hybrid cars are also expected to become more popular as an effective way to reduce CO₂ emissions.

Hybrid and plug-in hybrid cars use nickel-metal hydride and lithium-ion batteries for drive power, as well as a lead-acid battery for auxiliary use. The auxiliary battery plays an important role in vehicle power supply. The auxiliary battery supplies power to the hybrid system and the car electronics when the hybrid car's power switch is turned on, and supplies power to the car electronics when the power switch is turned off or the accessory mode.

GS Yuasa has supplied lead-acid auxiliary batteries for hybrid cars since Toyota Motor first began mass-producing its hybrid cars in 1997. The batteries have been chosen for the Prius, Prius α, Lexus CT200h, and other models, for a total of more than 2.7 million units shipped^{*1}. With new orders for the Aqua and Prius PHV^{*2}, GS Yuasa expects to greatly increase its sales volumes of lead-acid auxiliary batteries. In the future, GS Yuasa plans to further expand sales of batteries for environmentally-friendly vehicles, contributing to the reduction of CO₂ emissions by supplying this key component to automakers.

*1: GS Yuasa shipments from 1997 through December 31, 2011.

*2: Battery models:

Aqua: S34B20R

Prius PHV: S34B20R and S46B24R

Images

1. Lead-acid auxiliary battery S34B20R chosen for the Aqua hybrid car



2. Toyota Aqua



3. Toyota Prius PHV

