

News Release

August 21, 2012

GS Yuasa Corporation



**GS Yuasa Makes Idle-stop Vehicle Battery Replacement Easy
—Upgraded lineup of specialty batteries—**

GS Yuasa Corporation (Tokyo Stock Exchange: 6674) announced today that it has developed three new models of ECO.R IS (“EIS”) batteries for idle-stop vehicles, expanding the lineup to seven models.

Launched in 2009, EIS is a replacement battery lineup designed specifically for idle-stop vehicles. Compared with conventional engine-start batteries, batteries for idle-stop vehicles require high durability and charge acceptance to cope with frequent stop-and-start driving. EIS was designed specifically for idle-stop vehicles and their severe operating environments. The replacement batteries are sold by auto dealers, auto parts stores, gasoline stations, and other retailers throughout Japan.

The addition of the new EIS battery models means that our batteries can be installed in nearly every type of idle-stop minicar sold in Japan. Additionally, the EIS-Q-85 and EIS-T-110 models have been launched as replacement batteries for full-size idle-stop passenger vehicles. Recently, automakers have begun to adopt idle-stop systems for minicars as well as for passenger cars. Going forward, GS Yuasa will continue to expand its battery lineup to bring environmentally conscious products to all areas of the automobile market.

Overview of ECO.R IS

Characteristics: Installation in idle-stop vehicles and reduction of CO₂ emissions

Achieves 280% improvement in durability through adoption of highly durable grid and hard-paste technologies*¹

Achieves 133% improvement in charge acceptance through optimized negative plate and an increase in the number of plates*²

Product Warranty: 18 months or 30,000km (whichever comes first after purchase)

Availability of New Models: August 2012

- *1: Based on a comparison of the results of durability tests for the EIS-Q-85 and a GS Yuasa standard product (75D23) based on the Battery Association of Japan's specifications for lead-acid batteries for idle-stop vehicles.
- *2: Based on a JIS charge acceptance test, the EIS-Q-85 demonstrated a 133% improvement in charge acceptance compared with our standard product (75D23).

Image

Three new models of ECO.R IS battery for idle-stop vehicles

