

News Release

May 17, 2013

GS Yuasa Corporation



## **GS Yuasa to Launch “ECO.R LONG LIFE” Series of Ultra Long Life Car Batteries**

GS Yuasa Corporation (Tokyo Stock Exchange: 6674) announced today that it will launch its ECO.R LONG LIFE (“EL”) series of high-performance, private use passenger car batteries that are equipped with state-of-the-art technology in July.

The EL series will feature a long-life design and superior charging performance backed by high-performance plate technology. This technology will enable the EL series to improve longevity by 200-300% over the company’s standard products. The EL series will also be the first in Japan to be compatible with both conventional and idle-stop vehicles (not applicable for some products in the series).

In April 2000, GS Yuasa became the first battery manufacturer in Japan to launch an environmentally-friendly battery, the ECO.R, which uses recycled plastic for the battery casing. The series has sold widely, helping to create a society that is more aware of the environment. In 2009, the ECO.R LS was developed as an upgrade to the ECO.R series, offering both CO<sub>2</sub> emissions reductions and a long-life design to extend the product lifecycle. After minor upgrades, the ECO.R LS has been promoted as the Company’s core replacement battery since 2011.

In recent years, a wealth of new technologies to lower fuel consumption has been developed; fueling the launch of new-generation eco-vehicles such as hybrid and idle-stop-vehicles. Demand for the latter has surged, especially among minicar buyers, and created a need for new types of batteries.

In this environment, with its longer-life design compared with the ECO.R LS series, the EL series represents a new battery model series ideally suited to the next-generation of eco-vehicles.

Through sales of its EL series, GS Yuasa aims to promote a more pleasurable driving experience, as well as make a contribution to the environment.

### **ECO.R LONG LIFE Features**

- **Ultra Long Life (“ULL”) structure\*<sup>1</sup> for core plates**  
Durability has been improved to prevent the degradation of active materials under severe operating conditions. This design has raised the longevity of batteries to 200-300%\*<sup>2</sup> of standard products.
- **Significant improvement in charge acceptance and regenerative acceptance through combination of an optimal amount of carbon and mixture of lithium in electrolyte solution**  
The synergy of these features with the ULL structure enables the series to be used for idle-stop vehicles.\*<sup>3</sup>

- Use of recycled plastic from used batteries in the battery casing and cover
- Use of safety accessories, including an indicator for easy battery status check and explosion-proof vent plugs to prevent the ignition of outer casing

\*1: General name used by the Group for plates that utilize highly durable grids and hard paste (high-density active material).

\*2: Based on a comparison with standard GS Yuasa products (calcium type) and verified through company tests.

B19, B24, D23, D26 models: 200%

B20 model: 300% (compared with B19 model)

\*3: Excludes B19 model.

**Product Warranty:** Warranty conditions depend on vehicle type

• Conventional vehicle: 36 months or 100,000km

• Idle-stop vehicle: 18 months or 30,000km

(Warranty after purchase of vehicle is for either the length of use or distance travelled, whichever occurs first)

**Sales Date:** July 2013

**Sales Target:** 100,000 units (annually)

#### Vehicle Compatibility and Pricing

Battery model	Compatibility with idle-stop vehicles	Manufacturer suggested price (including tax)
EL-55B19R	X	Open price
EL-55B19L	X	Open price
EL-55B20R/M-42R	O	Open price
EL-55B20L/M-42	O	Open price
EL-70B24R/N-55R	O	Open price
EL-70B24L/N-55	O	Open price
EL-90D23R/Q-85R	O	Open price
EL-90D23L/Q-85	O	Open price
EL-100D26R/S-95R	O	Open price
EL-100D26L/S-95	O	Open price

ECO.R LONG LIFE (EL-90D23L/Q-85)

