



**GS Yuasa Battery to Launch “ECO. R Hybrid Series” Lead-acid Auxiliary Battery
for Toyota Motor’s Hybrid Vehicles**

GS Yuasa Corporation (Tokyo Stock Exchange: 6674; “GS Yuasa”) announced today that consolidated subsidiary GS Yuasa Battery Ltd. will launch ECO. R Hybrid Series lead-acid auxiliary battery* for hybrid vehicles manufactured and marketed by Toyota Motor Corporation (Tokyo Stock Exchange: 7203; hereinafter referred to as “Toyota”) on July 1, 2014 in a phased manner.

Hybrid vehicles are installed with two types of batteries, one is a driving battery and the other is an auxiliary battery. A nickel-metal hydride battery or lithium-ion battery is used as the main driving battery and a lead-acid battery is used as auxiliary. Lead-acid auxiliary battery is an important product that is used when starting up the hybrid system in hybrid vehicles. Toyota’s hybrid models – PRIUS, AQUA and COROLLA HYBRID – use GS Yuasa’s lead-acid auxiliary battery.

These auxiliary batteries need to be changed regularly, similar to that of lead-acid batteries for ordinary vehicles. The ECO. R Hybrid Series lead-acid auxiliary battery being launched now is for Toyota’s PRIUS, AQUA and other models, and would allow users to once again choose GS Yuasa’s lead-acid batteries, which are the original pre-installed batteries in new vehicles, when they replace such batteries.

The key feature that differentiates ECO. R Hybrid Series from other existing automotive lead-acid batteries is that it is a valve regulated lead-acid (VRLA) storage battery.

GS Yuasa Group will strive to provide a richer motoring experience to people and contribute to an affluent life through the manufacturing and sales of environmentally friendly automotive batteries.

*Most lead-acid auxiliary batteries are installed inside the vehicle, either in the trunk or beneath the backseat.

[Features of ECO. R Hybrid Series]

- VRLA battery, which does not require refilling of water
- Equipped with a handle, making it convenient for carrying around
- Compatible car models are shown on the product label using icons, in an easy to understand manner
- Product warranty, which is the longest in the industry (see the product warranty section below)

Product Warranty: Either 36 months or 60,000 km (Warranty after purchase of the product is for either the length of use or distance travelled, whichever comes first)

Date of Launch: July 1, 2014 onwards

Sales Target: 150,000 units per year

Vehicle Compatibility and Pricing (including tax)

Battery model	Main compatible models	Manufacturer suggested price (including tax)
EHJ-S34B20R	PRIUS (W20,W30), PRIUS PHV, PRIUS α, AQUA, COROLLA HYBRID	Open price
EHJ-S34B20L	PRIUS (W10)	Open price
EHJ-S46B24R	PRIUS (W20,W30), PRIUS PHV, PRIUS α, LEXUS CT	Open price

Photograph

ECO. R Hybrid Series auxiliary battery for hybrid models of Toyota Motor Corporation

