



**GS Yuasa Battery to Launch ECO.R ENJ Series,
Compatible with Toyota Motor's New Hybrid Models**

GS Yuasa Corporation (Tokyo Stock Exchange: 6674; "GS Yuasa") announced that GS Yuasa Battery Ltd. (president: Fumiaki Sakamoto; headquarters: Sumida-ku Tokyo; "GS Yuasa Battery"), a GS Yuasa Group company that sells replacement batteries, will start selling ECO.R ENJ series batteries, optimal as replacement batteries for the EN Standard*1 lead-acid auxiliary battery mounted in the latest hybrid models of Toyota Motor Corporation (Tokyo Stock Exchange: 7203; "Toyota Motor"), in late June.

The EN Standard compliant lead-acid storage battery developed by GS Yuasa is made to Japanese standards and is adapted to the Japanese climate and natural features and satisfies JIS safety standards. The company's EN Standard lead-acid auxiliary batteries are used in ALPHARD HV and VELLFIRE HV as well as Sienta HV and the new PRIUS launched in 2015. GS Yuasa Battery will introduce the newly launched ECO.R ENJ series exclusively for Toyota's hybrid models, as lead-acid auxiliary batteries incorporating the same technology, in the replacement battery market in anticipation of the increase in demand for such batteries.

GS Yuasa will continue to leverage its technological strength to respond to the expectations and demands for automotive lead-acid storage batteries, which is changing with the times.

*1 Abbreviation of European Norm.

Set for Europe's cold weather. Since there is more focus on the relative merits of Cold Cranking Ampere (CCA)*2 in the performance of lead-acid batteries, there is a need to optimize it for use in Japan.

*2 Measurement showing the starting performance in low temperature

[Features of ECO.R ENJ series]

1. Superior maintenance-free performance enabled by the patented double lid structure*3.
2. Has a vent plug for water replacement when water level is reduced from hard use.
3. Dangerous liquid shortage risk reduced by ensuring sufficient volume of electrolyte solution between the upper level and lower level of the solution.

*3 ENJ-LN1 is not double lid structure

[Product warranty]

18 months or cumulative driving distance of 30,000 km (whichever comes earlier after the purchase)

[Launch date] June 2016

[Sales target] 2,000 units (first fiscal year)

[Model list and manufacturer suggested price]

Model	ECO.R ENJ series compatible car models	Manufacturer suggested price
ENJ-LN0	Sienta HV	Open
ENJ-LN1	PRIUS (W50)	Open
ENJ-LN2	NOAH HV, VOXY HV, Esquire HV ALPHARD HV (H30), VELLFIRE HV (H30)	Open

[Image] ECO.R ENJ series (ENJ-LN2)

