Philosophy and Significance of Existence

Corporate Philosophy

Innovation and Growth

We are committed to people, society and the global environment through "Innovation and Growth" of our employees and business entities.



Early automotive lead-acid batteries from the former Japan Storage Battery and the former Yuasa Corporation

Policy on Sustainability Management

We are committed to utilizing advanced technologies developed in the field of stored energy solutions to deliver security and comfort to our customers around the globe, to make a real contribution to the global effort toward sustainability, and to grow corporate value.

- We will strive to help address the challenges to sustainability and seek lasting growth together with the community.
- We will pursue fair and healthy business practices, and maintain steadfast business foundations able to support sustained growth.
- 3. We will strive to earn the understanding and trust of a diverse range of stakeholders through dialogue.

Corporate Slogan

Creating the Future of Energy

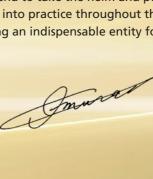
The commitment instilled in this slogan:
We pledge to pioneer new modes of futuristic
energy (storage batteries), engineered to address
the constantly changing needs of the times.

Creating new value to realizing a sustainable society

Our Company comprises two parents—Japan Storage Battery Co., Ltd. and Yuasa Storage Battery Co., Ltd. Since the beginning of the 20th century, we have been able to supply products to society that meet the needs of the times, such as backup batteries and power supplies to support a variety of public infrastructure and lead-acid batteries for automobiles and motorcycles. The spirit of invention and challenge cherished by the founders of both companies have been the driving force behind the creation of new value solving social issues.

Today, when carbon neutrality has become an important social issue, the role expected of our Group's products, which have the functions of storing energy and supplying it when needed, is becoming even greater than ever. I understand our corporate philosophy of "Innovation and Growth," which was formulated in 2004 on the occasion of our management integration, to mean creating new value that contributes to society and thereby achieving sustained growth ourselves. To continue growing amid the changing social environment, we must further innovate the technologies that we have nurtured so far and become a company able to spread these technologies in society and implement energy management. To clearly document this course of action, we have revised our previous Management Vision and Management Policy and formulated a new Sustainability Management Policy. This document demonstrates our management stance of creating the new value required by the present age by capitalizing on the energy technology that we have fostered so far and growing together with society. I personally intend to take the helm and put the Sustainability Management Policy into practice throughout the entire Group with the aim of becoming an indispensable entity for society over the next century as well.

President and Representative Director GS Yuasa Corporation





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History of GS Yuasa

Specialized Batteries and Others

1919

Manufacture of lead-acid batteries for submarines



1895 Genzo Shimadzu



Contributing to the automobile industry's development in Japan

Start of automotive lead-acid



Industrial Batteries and Power Supplies

Contributing to the development of public infrastructure in Japan

Expanded demand for auxiliary power for buildings and public infrastructure



Contributing to the diffusion of motorcycles

1954

Marketing of small and light storage batteries for motorcycles



Contributing to the development of global motorization

Overseas expansion at an





Assisting the electric vehicles (EVs) boom

Development of a high-performance and long-life lead-acid batteries



Supporting the evolution of mobile phones

1993

Development of a small prismatic lithium-ion batteries



Specialized Batteries and Others

Supporting aircraft development

2000s

Order received for lithium-ion battery systems for the Boeing 787



Contributing to the promotion of clean energy

Successive marketing of renewable

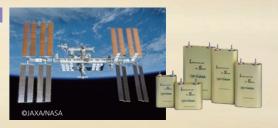


Specialized Batteries and Other

Supporting the progress of space development projects

2016

Installation of lithium-ion batteries on the International Space Station



Automotive Lithium-ion Batteries

Ushering in a new EV era

Supply of lithium-ion batteries for the i-MiEV, the world's first mass-produced EV



Industrial Batteries and Power Supplies

Contributing to the realization of decarbonized society

Delivery of a world-class storage battery facility for wind power generation



Automotive Lithium-ion Batteries

Contributing to the widespread use of electric vehicles

2010s

Lithium-ion batteries for hybrid electric vehicles (HEVs) supplied



Specialized Batteries and Others

Contributing to reinforcement of the defense industry

2010s

Mass production of the world's first lithium-ion batteries for submarines



2020s

Lithium-ion batteries for HEVs

use of electric vehicles

supplied to Toyota

Automotive Lithium-ion Batteries

Contributing to the widespread



1910 1990 2010 1950 2000 2020

History of GS (Japan Storage Battery)

Establishment of Japan Storage Battery Co., Ltd.

1917

1920

Invention of reactive lead oxide production method by Genzo Shimadzu

1938

Start of alkaline batteries production

Establishment of first overseas site in Thailand (Siam GS Battery Co., Ltd.)

1993 Development of

prismatic lithium-ion batteries

History of YUASA (Yuasa Corporation

1918

Establishment of

Yuasa Storage Battery Co., Ltd.

1920

Start of automotive lead-acid batteries production

1941

Start of alkaline batteries production

1963

Establishment of first overseas site (Yuasa Battery (Thailand) Pub. Co., Ltd.)

Marketing of ultra-thin lithium-ion polymer secondary batteries

2004

Corporate merger Establishment of GS Yuasa Corporatio

History of GS Yuasa Corporation

2007

Establishment of a joint venture company. Lithium Energy Japan with Mitsubishi Corporation and Mitsubishi Motors Corporation

2009

Establishment of a joint venture Blue Energy Co., Ltd. with Honda Motor Co., Ltd

2016

Transfer of lead-acid batteries business from Panasonic Corporation (currently GS Yuasa Energy Co., Ltd.)

2019

Start of operation of the plant for automotive 12V lithium-ion batteries in Hungary

2021

Transfer of infrastructure business from Sanken Electric Co., Ltd.

2022

Start of operation of second plant for Blue Energy Co., Ltd.

Inci GS Yuasa Akü Sanayi ve Ticaret Anonim Şirketi, a site in Turkey, turned into consolidated subsidiary

2023

Honda·GS Yuasa EV Battery R&D Co., Ltd.

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