

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.

1. We will strive to help address the challenges to sustainability and seek lasting growth together with the community.
2. 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



History of GS Yuasa

Specialized Batteries and Others


1919
Manufacture of lead-acid batteries for submarines



Industrial Batteries and Power Supplies

Contributing to the development of public infrastructure in Japan


1920s
Expanded demand for auxiliary power for buildings and public infrastructure



Automotive Batteries

Contributing to the diffusion of motorcycles


1954
Marketing of small and light storage batteries for motorcycles



Automotive Batteries

Contributing to the development of global motorization


1960s
Overseas expansion at an early stage



Automotive Batteries

Contributing to the automobile industry's development in Japan


1919
Start of automotive lead-acid batteries production



Automotive Batteries

Contributing to the development of public infrastructure in Japan


1920s
Expanded demand for auxiliary power for buildings and public infrastructure



Automotive Batteries

Assisting the electric vehicles (EVs) boom


1972
Development of a high-performance and long-life lead-acid batteries



Specialized Batteries and Others

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



Industrial Batteries and Power Supplies

Contributing to the promotion of clean energy


2000s
Successive marketing of renewable energy storage systems



Automotive Lithium-ion Batteries

Ushering in a new EV era


2009
Supply of lithium-ion batteries for the i-MiEV, the world's first mass-produced EV



Automotive Lithium-ion Batteries

Contributing to the widespread use of electric vehicles

2010s
Lithium-ion batteries for hybrid electric vehicles (HEVs) supplied to Honda




Honda "FIT HYBRID"

Specialized Batteries and Others

Supporting the progress of space development projects


2016
Installation of lithium-ion batteries on the International Space Station



Specialized Batteries and Others

Contributing to reinforcement of the defense industry

2010s
Mass production of the world's first lithium-ion batteries for submarines




Courtesy of the Japan Maritime Self-Defense Force

Industrial Batteries and Power Supplies

Contributing to the realization of decarbonized society


2021
Delivery of a world-class storage battery facility for wind power generation



Automotive Lithium-ion Batteries

Contributing to the widespread use of electric vehicles

2020s
Lithium-ion batteries for HEVs supplied to Toyota



Toyota "Harrier"

1910 1950 1990 2000 2010 2020

History of GS (Japan Storage Battery)

- 1917** Establishment of Japan Storage Battery Co., Ltd.
- 1920** Invention of reactive lead oxide production method by Genzo Shimadzu
- 1938** Start of alkaline batteries production
- 1966** Establishment of first overseas site in Thailand (Siam GS Battery Co., Ltd.)

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.)
- 1993** Development of prismatic lithium-ion batteries
- 1998** Marketing of ultra-thin lithium-ion polymer secondary batteries



2004
Corporate merger
Establishment of GS Yuasa Corporation

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 company, 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. established