

GS Yuasa's DNA

DNA

Philosophy

“ Innovation and Growth ”

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

"We want to create innovative products for the world and contribute to society."

This founding spirit began with the former founders of Japan Storage Battery and Yuasa Corporation, Genzo Shimadzu and Shichizaemon Yuasa, and is still passed down to every employee today.



Continuing "Innovation and Growth" in the battery field and contributing to social development

GS

Japan Storage Battery (1917-2004)

An inventor's spirit contributing to society through high-quality product development



Founder of Japan Storage Battery Co., Ltd.

Genzo Shimadzu

(1869-1951)

Produced Japan's first lead-acid battery (Planté-type lead-acid battery plates).
A founder chosen as one of Japan's top ten inventors.

[Making practical use of science]
Inventor spirit

YUASA

Yuasa Corporation (1918-2004)

Entrepreneurship in pioneering new businesses ahead of its time



Founder of Yuasa Storage Battery Co., Ltd.

Shichizaemon Yuasa

(1877-1943)

Reformed the management of Yuasa Shichizaemon Shoten (now Yuasa Trading Co., Ltd.), which had been preserving feudal traditions.
Created new developments through quick decision-making and actions, seizing business opportunities.

[Business is people]
Entrepreneurship

GS Yuasa's DNA

History of GS Yuasa

HISTORY

Supporting a secure, safe, and comfortable society through the energy of its accumulated 100 years of "Innovation and Growth" from the two companies GS and YUASA.

Since the establishment of the former Japan Storage Battery and Yuasa Corporation in 1917 and 1918, respectively, the Company has supported the times with storage battery technology while contributing to developing a secure, safe, and comfortable society by providing cutting-edge products and solutions. Leveraging the strengths cultivated over 200 years of history of both companies, GS Yuasa embodies the corporate philosophy of "Innovation and Growth" and contributes to people, society, and the global environment.

History of Japan Storage Battery (GS)



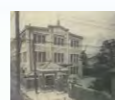
1895

Genzo Shimadzu manufactured Japan's first lead-acid battery



1917

Established Japan Storage Battery Co., Ltd.



1919

Start of automotive lead-acid batteries production



1966

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

1993

Development of prismatic lithium-ion batteries



History of Yuasa Corporation



1913

Shichizaemon Yuasa began research on metal electrolytic science

1920

Start of automotive lead-acid batteries production



1963

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

1918

Established Yuasa Storage Battery Co., Ltd.



1941

Start of alkaline batteries production

1998

Development of ultra-thin lithium-ion polymer secondary batteries



History of GS Yuasa



2004

Corporate Merger

Establishment of GS Yuasa Corporation



2009

Established a joint venture company for lithium-ion batteries for hybrid vehicles, Blue Energy Co., Ltd. with Honda Motor Co., Ltd.



2021

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



2022

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



2007

Establishment of a joint venture company for large lithium-ion batteries, Lithium Energy Japan with Mitsubishi Corporation and Mitsubishi Motors Corporation.



2016

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



2019

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

2023

Established Honda·GS Yuasa EV Battery R&D Co., Ltd. for research and development of lithium-ion batteries focused on EVs in collaboration with Honda Motor Co., Ltd.

1900 • • • • 1950 • • • • 1990 • • • • 2000 • • • • 2010 • • • • 2020

Social Contribution

1900s

Developed large-capacity storage batteries for backup, contributing to Japan's public infrastructure development and stable power supply



1910-50s

Released automotive lead-acid batteries and small and lightweight lead-acid batteries for motorcycles, contributing to Japan's motorization



1970s

Developed high-performance, long-life lead-acid batteries, contributing to the EV boom



1990s

Developed small prismatic lithium-ion batteries, contributing to the development of information and communication technology such as mobile phones



2000s

Supplied lithium-ion batteries for the world's first mass-produced EV, contributing to the development of the new EV era



2010s

Supplied lithium-ion batteries to the International Space Station, contributing to space development projects



2010s

Supplied lithium-ion batteries for hybrid electric vehicles (HEVs) to Honda, contributing to the spread of electric vehicles



2020s

Contributed to realizing a decarbonized society by delivering and starting operation of the world's largest energy storage system for wind power output fluctuation mitigation



GS Yuasa's Strengths

STRENGTHS

Developing sure strength through built up "Innovation and Growth"

Strengths
01

Storage Battery Technology Serving Various Fields

The Company has supplied batteries across various fields, from deep sea to space. It pioneered the development and supply of lead-acid batteries for ISS vehicles or EN batteries. The Company is also a leading manufacturer of automotive lithium-ion batteries, which are adopted by many Japanese car manufacturers. Additionally, GS Yuasa supplies backup battery power supplies for public infrastructure and special batteries for space, contributing to a safe and secure society.

GS Yuasa's Strengths

Providing Comprehensive Battery Technology

Throughout its 100-year history, GS Yuasa has consistently focused on battery manufacturing. The relentless passion and strength ingrained in its DNA continue to pave the way for the future of batteries.

Strengths
02

Production, Sales, and Maintenance Network

We establish a global network of business sites and offer proposals tailored to needs in each region. In the industrial battery and power supply business, we have extensive service network with over 100 locations nationwide in Japan, a workforce of 1,000 people, and offer 24/7 maintenance and inspection service. The Company is one of the few battery-focused manufacturers globally and will continue to supply storage batteries and power supplies for the next 20 years.

Strengths
03

Trust and Customer Base Built Through Quality and Stable Supply

Even before integration, the Company pursued technological innovation through collaboration with customers in the automotive and industrial battery and power supply businesses. The quality fostered through our product development and our stable supply capabilities have together strengthened relationships with customers, establishing trust and a solid customer base as a battery-focused manufacturer.