

GS Yuasa's 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.

GS

Japan Storage Battery (1917-2004)

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

YUASA

Yuasa Corporation (1918-2004)

Entrepreneurship in pioneering new businesses ahead of its time



Founder of Japan Storage Battery Co., Ltd.

Genzo Shimadzu
(1869 - 1951)

"Making practical use of science"

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

"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

Founder of Yuasa Storage Battery Co., Ltd.

Shichizaemon Yuasa
(1877 - 1943)

"Business is people"

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.



History of GS Yuasa

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

1900

1960

2000

2010

2020

History of Japan Storage Battery (GS)



1895

Genzo Shimadzu manufactured Japan's first lead-acid battery



1917

Established Japan Storage Battery Co., Ltd.



1931

Lead-acid batteries for submarines became a pillar of business



1993

Development of prismatic lithium-ion batteries



1919

Start of automotive lead-acid batteries production



1966

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

History of Yuasa Corporation



1913

Shichizaemon Yuasa began research on metal electrolytic science

1920

Start of automotive lead-acid batteries production



1954

Supply of small and light lead-acid batteries for motorcycles



1998

Development of ultra-thin lithium-ion polymer secondary batteries



1918

Established Yuasa Storage Battery Co., Ltd.



1925

Start of supply of dry cell batteries for radios



1963

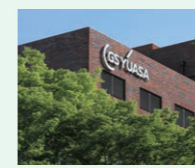
Establishment of Yuasa Battery (Thailand) Pub. Co., Ltd., as the first overseas site

History of GS Yuasa



2004

Corporate Merger
Establishment of GS Yuasa Corporation



2014

Establishment of GS Yuasa Asia Technical Center Ltd. in Thailand

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.)

2021

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

2021

Installation of world's largest scale storage battery facilities for wind power generation



2022

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



2009

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



2016

Installation of lithium-ion batteries on the International Space Station



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.

Main applications

Submarines

Building and public infrastructure

Automobiles and motorcycles

Information and communication devices, such as mobile phones

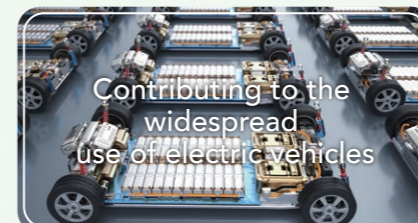
Space and satellites

EV

ESS

Providing Comprehensive Battery Technology

Main social contributions



GS Yuasa's Strengths

Developing sure strength through built up "Innovation and Growth"



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 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 batteries and power supplies for public infrastructure and special batteries for space, contributing to a safe and secure society.

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 24/7/365 maintenance and inspection service. The Company is one of the few battery-focused manufacturers globally and going forward will continue to supply storage batteries and power supplies.

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.