

## Introduction

This training course deals with the GS Yuasa Corporation.

It will provide you with information that will enable you to better understand the global nature of the business and its products.

The GS Yuasa Introduction course consists of the following modules:

- Corporation overview
- Corporation history
- Global sales & manufacturing sites
- Group structure & responsibilities
- Product range overview
- Subsidiary companies & corporate relationships

Each module has its own training video, downloadable resources.

Once you have completed all the course modules there will be a final test to check your understanding and knowledge.

Once passed you will earn a certificate for the completion of this course.

## Module 1 - Corporation Overview

GS Yuasa are the world's leading battery manufacturer and the number one choice for quality, reliability and performance.

Their product range features some of the most well recognised and trusted products for industrial, motorcycle and vehicle applications.

GS Yuasa Corporation's headquarters is in Kyoto, Japan and has been manufacturing batteries for over 100 years.

With over 65 subsidiaries and 33 affiliates, the Corporation employs approximately 14,500 people globally.

GS Yuasa are also a world leader in the development and production of Lithium-ion technology, the vehicle OEM battery market leader in Asia and the global market leader in motorcycle OEM's.

## Module 2 - Corporation History

In 2004 the GS Yuasa Group was formed following the merger of two battery superpowers.

Japan Storage Battery Co. also known as GS and the Yuasa Corporation.

Japan Storage Battery Co. Ltd was established by Genzo Shimadzu in 1917 after he had manufactured Japan's first ever lead acid storage battery over 20 years earlier.

Yuasa Battery Corporation was established a year later in 1918 by Shichizaemon Yuasa.

The two competing companies were both responsible for building the foundation of storage battery development and manufacturing in Japan.

To achieve further growth and development the two companies merged in 2004 to create the GS Yuasa Corporation.

## Module 3 - Global Sales & Manufacturing Sites

GS Yuasa's sales companies are spread throughout Europe, the Asia Pacific region and North America.

GS Yuasa has a large number of dedicated manufacturing facilities across the globe.

With factories producing industrial, vehicle and motorcycle batteries.

## Module 4 - Group Structure & Responsibilities

GS Yuasa Battery Europe Ltd consists of five sales companies and one battery manufacturing company.

GS Yuasa supply European markets from sales and distribution centres in Swindon, Milan, Lyon, Madrid and Dusseldorf, as well as a state-of-the-art manufacturing facility in the UK, offering a vast range of high-quality batteries and accessories.

For over 30 years, they have been Europe's leading battery manufacturer.

Each of the individual European sales offices are responsible for the sales and distribution of GS Yuasa products within a designated territory.

GS Yuasa Battery Sales UK and GS Yuasa Battery Germany, France, Italy and Iberia.

## Module 5 - Product Range Overview

GS Yuasa Battery Europe supplies 3 high quality brands to the market place, GS, Yuasa and GS Yuasa.

The GS Yuasa ranges are available through a network of distributors and feature vehicle, industrial and motorcycle batteries.

The GS Yuasa vehicle ranges feature batteries for automotive starter and auxiliary applications, as well as for commercial vehicle, deep cycle, leisure, marine, garden, specialist and classic vehicles.

GS Yuasa's motorcycle ranges feature both dry charge and factory filled OE specification batteries for motorcycles, scooters, personal watercraft, utility and all-terrain vehicles as well as snowmobiles.

The Yuasa industrial range features Valve Regulated Lead Acid, Nickel Cadmium, Nickel Metal Hydride and Lithium-ion batteries.

These products provide reliable standby or cyclic power for numerous applications including uninterruptable power supply, emergency lighting, renewable energy and fire and security.

To support its various battery ranges GS Yuasa also supply a range of application specific accessories including chargers, testers, configuration tools and online support resources.

## Module 6 - Subsidiary Companies & Corporate Relationships

Although not yet available to the aftermarket GS Yuasa leads the world with innovative power solutions used in automobiles, motorcycles, marine, rail, aviation and space applications.

These include batteries used on the International Space Station, Boeing 787 Dreamliner and Shinkai 6500 deep sea submersible.

GS Yuasa is involved with many partnership companies to research, develop and manufacture state of the art lithium ion vehicle batteries.

Blue Energy is a partnership between GS Yuasa and Honda, they manufacture high-performance lithium ion batteries for all Honda hybrid-electric vehicles.

Lithium Energy Japan is a partnership with the Mitsubishi Motors Corporation and Mitsubishi Corporation for hybrid electric vehicles.

Lithium Energy and Power is a joint venture of GS Yuasa, Bosch and Mitsubishi.

It was formed to shape the future of mobility through the research and development of next generation lithium-ion vehicle battery technology.