

**NEW**  
in the ADI portfolio

# GS YUASA: THE WORLD'S LEADING BATTERY MANUFACTURER FOR INDUSTRIAL, AUTOMOTIVE AND MOTORCYCLE



**GS Yuasa are the world's leading battery manufacturer and global leader for quality and innovation. The company manufactures and supplies GS, Yuasa and GS Yuasa branded batteries, all are engineered to provide long service life, maximum performance and exceptional reliability.**

The GS Yuasa Group consists of 65 subsidiaries and 33 affiliates in countries throughout the world. Founded in 1918, the company has a pedigree of over 100 years and has established itself as the number one choice for vehicle and industrial batteries worldwide.

## **OE supplier and a world leader for vehicle and industrial batteries**

GS Yuasa is an Original Equipment supplier to many of the world's top vehicle brands including BMW, Honda, Mercedes-Benz and Mitsubishi. The manufacturer supplies a wide range of well known and trusted automotive, motorcycle and commercial vehicle as well as ranges for leisure, marine, garden and specialist applications. Including

## **Automotive batteries**

The OE quality Yuasa YBX automotive range is trusted by technicians and customers across Europe. The range features three tiers of conventional battery types with the premium YBX5000 range, EFB YBX7000 and AGM YBX9000 start stop batteries.



## Super heavy duty batteries

The four-tiered Yuasa YBX Super Heavy Duty ranges provide the most comprehensive and highest specification CV offer on the market. The range features three levels of conventional flooded types plus Enhanced Flooded Battery (EFB) options. With the very latest technology and a host of advanced safety features, all types are OE quality plus their advanced construction make them the most reliable CV batteries Yuasa has ever produced.



## Online trade battery lookup systems

Yuasa's online trade battery lookup system is far more than just a battery finder. It is the most powerful battery lookup resource available and designed to save its 80,000-plus users time and money by allowing them to find the right battery quickly along with detailed fitting information such as fitting time, installation instructions and warning messages.

Try the system today at [fit.yuasa.com](http://fit.yuasa.com)



## GS Yuasa Academy online learning

The new GS Yuasa Academy is the first dedicated online battery training system available. Featuring over 20 certified courses, tailored to different industry job roles, it provides users with valuable knowledge and practical skills to further enhance business growth and battery potential. The system can be accessed on any device by visiting [academy.gs-yuasa.uk](http://academy.gs-yuasa.uk)



## A futureproof manufacturer

GS Yuasa are the only major lead acid battery manufacturer who also manufacture 12 Volt lithium-ion starter batteries. 12V Lithium-Ion batteries are now being widely adopted by vehicle manufacturers for starting, lighting and ignition as they are extremely lightweight and also offer dramatically enhanced start stop performance over AGM batteries. Production of these for OE supply has already begun at a custom-built factory in Hungary and quantities will significantly increase as the technology becomes more prevalent in the vehicle parc



## Award-winning products & service

GS Yuasa pride themselves on offering the best customer service, year-round availability and high quality products. Over recent years, they have been recognised with several prestigious supplier of the year and product awards.

## The largest range available

Providing coverage of over 99% of the European vehicle parc, GS Yuasa cover more vehicles and applications than any other manufacturer.

## Sponsorship and advertising

Yuasa is one of the most well recognised brands on the market. GS Yuasa are proud of their high-profile sponsorship programme which includes world famous motorsport teams, football, rugby and cricket, plus targeted year-round advertising.