



# **News Release**

# **automechanika**

D20, Hall 3.1 – September 16 to 20 Frankfurt am Main

## **YUASA BATTERY EUROPE LAUNCHES NEW GS-BATTERY RANGE FOR**

### **AUTOMOTIVE AFTERMARKET AT AUTOMECHANIKA 2014**

Yuasa Battery Europe is launching a new range of automotive aftermarket batteries for the European market at the Automechanika exhibition from 16<sup>th</sup> to 20<sup>th</sup> September, Messe, Frankfurt am Main, Germany. The new GS battery range is being shown alongside the company's existing Yuasa range launched in 2013 giving the company two of the world's strongest battery brands and offering a complete solution for installers and retailers.

The addition of the new GS battery range means that Yuasa now has the widest range available in Europe with over 99.8% vehicle parc coverage. Both ranges are fully supported with online application and fitting systems that provide VRM, VIN and make/model selection to ensure correct battery choice with repair times and fitting instructions provided for installers. The easy to use Yuasa Yu-Fit battery configuration tool is also available enabling straightforward programming of new batteries to a vehicle's power management system in under five minutes.

Both ranges feature premium batteries – Yuasa YBX5000 and GS Gold – offering unrivalled levels of performance and extended service life. These ranges, with 14 battery types, offer installers and retailers excellent opportunities to offer upgrades to their customers.

**more...**

In addition, the GS and Yuasa battery ranges offer the most comprehensive choice of hybrid and micro hybrid batteries on the European market. These include six European AGM (Absorbed Glass Mat) and five Japanese AGM batteries for Start-Stop vehicles, five European EFB (Enhanced Flooded Battery) and eight Japanese EFB models.

Yuasa Battery Europe has invested heavily in its European infrastructure and both the GS and Yuasa battery ranges are available through the company's five European sales companies who now offer the full range of automotive, motorcycle and industrial batteries. The company is part of GS Yuasa Corporation, one of the largest global manufacturers of batteries and supplier of the next generation lithium ion (Li-ion) batteries to the world's electric and hybrid vehicle manufacturers.

Yuasa is exhibiting on stand D20 in hall 3.1.

### **About Yuasa**

At the forefront of lead acid battery technology since the early part of the 20th century, Yuasa embraces new developments, applying research and investing in modern production plants to meet the increasing demands of a power hungry world. Yuasa is market leader in the UK for Automotive Aftermarket, Industrial and Motorcycle Batteries. Yuasa batteries are available worldwide through a global network of Yuasa companies and appointed distributors.

Information from: Yuasa Battery Sales (UK) Ltd, Unit 13, Hunts Rise, South Marston, Swindon, Wiltshire, SN3 4TG. Tel: +44 (0) 1793 833555, Fax: +44 (0) 1793 833583.  
Email: [enquiries@yuasaeurope.com](mailto:enquiries@yuasaeurope.com) Website: [www.yuasaeurope.com](http://www.yuasaeurope.com)

Press information from: Tim Jennings, Marshall Jennings PR Ltd, Wyvols Court, Swallowfield, Reading, Berkshire, RG7 1WY, England. Tel: +44 (0)118 988 0288 Fax: +44 (0)118 988 0388.  
Email: [tim.jennings@mjpr.com](mailto:tim.jennings@mjpr.com) Web site: <http://www.mjpr.com>