

# GS Yuasa Battery launching renewed ECO.R Revolution Series for both idling-stop and general vehicles

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GS Yuasa Battery Ltd. ("GS Yuasa"), a GS Yuasa Corporation (Tokyo Stock Exchange: 6674) group company, announced a renewed sales launch for the high-performance battery series "ECO.R Revolution" for vehicles with Idling Stop systems in July 2025.

The previous GS Yuasa "ECO.R Revolution" series, released in 2017, adopted advanced technologies to achieve high durability and quick charging performance, and has enjoyed wide patronage from our customers.

With this renewal, the product has achieved further evolution as a "best-balanced battery" achieving both long life and high starting performance at a high level. The package design will be unified as the ECO.R series, aiming to enhance the brand image of the ECO.R series, the core of GS Yuasa's automotive battery products.

GS Yuasa will continue to leverage its technological strengths to respond to the expectations and demand for automotive batteries, which are changing with the times, and contribute to safe and secure car life.

## Features of ECO.R Revolution

Designed to withstand long-term use and now offers even greater durability.  
Achieves the best balance between long life and high starting performance.

1. 108% improved actual-use durability \*1
2. Service life index for general vehicles exceeds 250% \*2
3. 150% quick charge performance \*3
4. Adoption of Long-Life & Powerful Structure \*4
5. Adoption of Dual Rib Separator \*5

1. and 4. are continued from the previous models. 2. 3. and 5. are additional features added in this renewal.

\*1: Compared between the previous ECO.R Revolution M-42/55B20L and the new ECO.R Revolution M-55/55B20L.

\*2: Compared with our standard products. Excluding T-115/130D31 type.

\*3: Compared between our standard 85D26 and new ECO.R Revolution S-110/110D26 types.

(All results are based on GS Yuasa's proprietary testing; not based on on-road testing. Results may vary depending on vehicle model and usage conditions.)

\*4: This structure further optimizes "ULL Structure" (GS Yuasa's proprietary technology of highly durable grids and high-density active material plates used in previous idling stop vehicle batteries), achieving the best balance between long life and high starting performance.

\*5: Structure with ribs formed on the negative plate side to activate the entire plate's reaction.