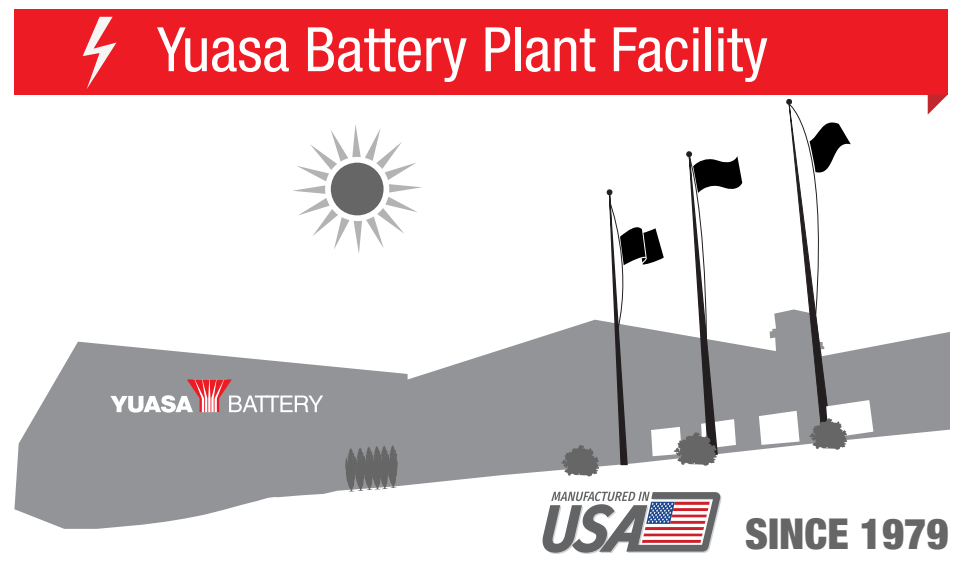


# YUASA BATTERY

THE PIONEER AND LEADER  
OF POWERSPORTS BATTERIES  
SINCE 1979

ADVANCED ENGINEERING, PREMIUM QUALITY, UNMATCHED RELIABILITY



IT STARTED  
WITH US ...

**1979** • 1<sup>st</sup> Conventional battery: 12N14-3A  
• 1<sup>st</sup> Yumicron battery: YB14L-A2

**1981** • 1<sup>st</sup> OEM motorcycle battery YB14L-A2 to Honda

**1983** • World's 1<sup>st</sup> maintenance-free AGM motorcycle battery: **YT series**

**1985** • 1<sup>st</sup> OEM ATV battery YB14A-A2 to Polaris  
• 1<sup>st</sup> OEM snowmobile battery YB16L-B to Arctic Cat

**1987** • 1<sup>st</sup> OEM personal watercraft battery, YB16CL-B to Kawasaki

**1988** • 1<sup>st</sup> OEM WaveRunner battery to Yamaha YB16CL-B  
• Industry's de-facto standard for AGM motorcycle batteries even today: **YTX series**

**1989** • 1<sup>st</sup> YTX battery: YTX12-BS

**1990** • 1<sup>st</sup> YTX OEM ATV battery YTX12-BS to Honda

**1999** • The most powerful, compact AGM batteries for powersport applications: **YTZ series** (1<sup>st</sup> FA global lineup)

**2001** • 1<sup>st</sup> OEM SEA-D00 to BRP YB30CL-B

**2004** • 1<sup>st</sup> OEM motorcycle battery YTX20CH-BS to Suzuki

**2008** • The most powerful, toughest AGM batteries for the American market: **GYZ series**  
• 1<sup>st</sup> OEM motorcycle battery GYZ20L for Honda GoldWing

**2011** • 1<sup>st</sup> OEM ATV battery GYZ16H to Honda

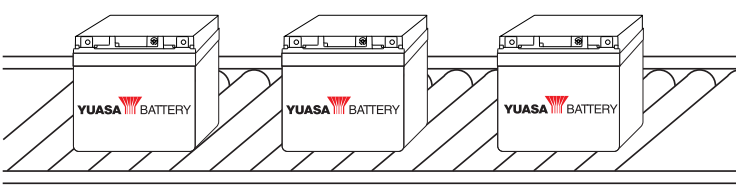
**2017** • 100<sup>th</sup> anniversary of Yuasa's parent, GS Yuasa  
"100 Years of History, 200 Years of Expertise"

100<sup>th</sup> ANNIVERSARY

IT STILL STARTS  
WITH US ...

## THE INDUSTRY STANDARD

Yuasa has set the standard by which all other powersports batteries are judged. It's why **more OEMs** and riders – in the US and worldwide – choose Yuasa.



OUR PRODUCTS AND SERVICES  
ARE REFLECTIONS  
OF WHO WE ARE.

EACH AND EVERY DAY,  
**It starts with us**