



Blue Energy

Blue Energy Begins Construction of New Plant

KYOTO, Japan, April, 21, 2009 – Blue Energy Co., Ltd., a new joint venture company between GS Yuasa and Honda for the manufacturing, sales and R&D of lithium-ion batteries for hybrid vehicles, today held a groundbreaking ceremony to mark the start of construction of its Osadano Plant in Fukuchiyama, Kyoto.

The groundbreaking ceremony was attended by approximately 100 dignitaries and guests, including Keiji Yamada, the governor of Kyoto prefecture and Masaji Matsuyama, the mayor of Fukuchiyama city, as well as Makoto Yoda, president and CEO of GS Yuasa Corporation, Takeo Fukui, president and CEO of Honda Motor Co., Ltd., and Masahiko Oshitani, president and CEO of Blue Energy Co., Ltd.

The new plant is scheduled to begin production sometime around fall 2010.



< Rendering of the Osadano Plant >

【About Blue Energy Co., Ltd.】

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| Establishment | April 1, 2009 |
| Headquarters | 1, Inobanba-cho, Nishinosho, Kisshoin, Minami-ku, Kyoto |
| Capital | 3 billion yen |
| | Future capital increase to 15 billion yen is planned. |
| Capital Ratio | 51% GS Yuasa Power Supply Ltd. (a wholly-owned subsidiary of GS Yuasa Corporation) |
| | 49% Honda Motor Co., Ltd. |
| Description of business | Manufacturing, sales and R&D of high-performance lithium-ion batteries |
| President and CEO | Masahiko Oshitani |

【About the new Osadano Plant】

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|-------------------|--|
| Location | 1-37 Osadano-cho, Fukuchiyama, Kyoto (within the property of GS Yuasa's Osadano operation) |
| Lot Size | 16,000m ² |
| Investment amount | Approximately 25 billion yen |