

February 16, 2016

## **ELIY Power Signs Deal to be a Technical Sponsor of Honda Racing Corporation**

**Beginning the development of the starter batteries for motorcycles/**

**Carrying Lithium-Ion-Battery in the Works Machines for racing motocross**

ELIY Power Co., Ltd. (Head Office: Shinagawa-ku, Tokyo, Japan; President: Hiroichi Yoshida), today announced that it has concluded technical sponsor agreement with Honda Racing Corporation (HRC) and supplies lithium-ion starter batteries for the Works Machine participating in the MXGP Motocross World Championship and All Japan Motocross Championship for IA1 riders in 2016.

ELIY Power has realized high safety of large-lithium-ion batteries and played a leading role in the energy storage market, developing long cycle life and wide operating temperature range. Our highly safety and technology were highly rated by Honda R&D Co., Ltd. Motorcycle R&D Center and ELIY Power developed the starter batteries together last year.

Motocross is one of the world widespread racing motorcycles under a sever condition and Auto manufacturer join MXGPs and JMXs and compete for the technology themselves. ELIY Power developed light-weight starter batteries with high safety and durability.

Mr. Kazuhiro Gogo, who is the Senior Chief Engineer of Honda's R&D and in charge of the technical strategy of big machines, says” Starter batteries for motorcycles are required lightly and highly vibration-proof and durability in addition to rotating a starter motor. Starter batteries which can solve such problems have been looking forward to. We've greatly expected ELIY Power's highly safe lithium-ion batteries having fundamental characteristics and decided to introduce them into the most severe race, motocross race.

ELIY Power predicts demand for the motorcycle market in Japan, North America, and EU. ELIY Power aims to commercialize these batteries during this year and has already started new special lines of starter batteries for motorcycles

※Works Machines : Original developed vehicles to join races by Auto manufacturer



Equipped motocross CRF450R



Starter batteries image



ELIY Power has given the first priority to safety and developed technology and product since the establishment in 2006. ELIY Power has made progress in developing and spreading lithium-ion batteries and electric storage systems, based on our philosophy, saying that ELIY Power will continue to spread the electric storage systems in order to solve the energy and environmental problems all over the world.

■Honda Racing Corporation (HRC) Official Website

<http://www.honda.co.jp/HRC/>

■MXGP Sponsors Site

<http://mxgp.hondaracingcorporation.com/sponsors/>

■JMX Sponsors Site

<http://www.honda.co.jp/HRC/jmx/sponsor/>

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