



AISIN to Introduce Remanufactured Hybrid Battery for the Automotive Aftermarket at AAPEX 2023

Initial program will supply batteries for Toyota Prius

TORRANCE, Calif., October 27, 2023 – AISIN, a global leader in the supply of OE-quality premium parts to the automotive aftermarket, today announced that it will introduce its first hybrid battery at the 2023 AAPEX Show in Las Vegas, Oct. 31-Nov. 2 (**Booth #A4657**). The announcement was made by Dwayne Bates, vice president, AISIN World Corp. of America, Aftermarket Division.

“We’re excited about this new venture and confident that we’ll be able to assist thousands of hybrid vehicle owners who may encounter low performance and low fuel economy due to battery degradation and loss of battery capacity,” said Bates. “When a battery is recycled, it comes back like new and helps to provide optimum vehicle performance.”



Bates added that AISIN’s new program will initially be introduced and evaluated in Southern California for a period of six months. He said he anticipates a successful launch with the goal of a nationwide roll out in 2024. The initial trial is scheduled to begin in November 2023.

As with all of its products, AISIN’s remanufactured batteries are meticulously crafted to meet OEM specifications and will likely set new industry standards for quality and reliability, according to Bates. Each module undergoes a rigorous array of tests, guaranteeing its health and capacity before assembly, and remanufactured to meet the stringent standards set by the U.S. Department of Energy, the Society of Automotive Engineers, and the U.S. Advanced Battery Consortium Testing Standards.

“Our customers know that if a product carries an AISIN or ADVICS logo, it’s nothing less than exceptional,” said Bates. “We’re absolutely committed to quality, reliability, and sustainability. And this new program is a testament to the company’s dedication to reducing waste and promoting carbon neutrality.”

Though the market may widen to other vehicle brands, AISIN remanufactured hybrid batteries will initially be sold to qualified installers and technicians for the repair of Toyota Prius vehicles.

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About AISIN Aftermarket

AISIN Aftermarket (Americas), a business division of AISIN Corporation, is based in Torrance, Calif., and provides OE-quality premium parts and components to the automotive aftermarket, utilizing the engineering expertise, technological competencies, and resources as one of the largest Tier One suppliers in the world. AISIN Aftermarket offers an extensive line of automotive products in categories such as: cooling, engine, drivetrain, body, electronics, chemicals, and fluids. AISIN Aftermarket is also the exclusive distributor of ADVICS brake and brake-related products. AISIN brings OE quality to consumer driveways through a vast global distribution network as well as warehouse locations in California and Tennessee to service North America (Canada and USA) and in Panama, home of AISIN Sales Latin America. Visit AISINaftermarket.com or connect with us at NA_Sales@AISINworld.com.

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