

## About the Establishment of the CSR Division

# Contributing to the creation of a sustainable society that balances economic, environmental, and social needs

In June of this year, Yokohama Rubber established the CSR Division in order to pursue business activity harmonizing economic needs, environmental needs in terms of contributing to the global environment, and social needs in the terms of contributing to the development of a dynamic society so as to create a sustainable society.

Future action by Yokohama Rubber to enhance CSR will be pursued within a new framework based on the ISO26000 guidelines on CSR activities currently being formulated by the International Organization for Standardization.

We are already fully committed to environmental action with the aim of “asserting world-class strengths in technologies for protecting the environment” as declared in the GD100 new medium-range management plan announced in FY2006. In addition, however, we will be boosting action in areas such as customer response, health and safety, compliance, and risk management in accordance with our aim of enhancing measures to help the “people” who support the Yokohama Rubber Group and becoming a “trustworthy enterprise that contributes to the earth.”

I look forward to hearing the frank views of you, our stakeholders, and your continued support and encouragement for our endeavors.



Tatsunari Kojima  
Director and Senior Managing Corporate Officer  
General Manager of CSR Division

