

CSR Report 2010

Editorial Policy

The Yokohama Rubber Group aims in its CSR management vision to “build a trusted identity as a contributing member of the global community.”

The layout of this fiscal year’s CSR Report (printed edition) is based on this vision.

In Up Close 1, we introduce the various ways in which the Tire Group and MB Group of Yokohama Rubber contribute to protecting the environment. This section illustrates who is involved and what their approach is in bringing Yokohama Rubber’s products to society, and also looks at the role that these products play in our daily lives.

In Up Close 2, we return to the roots of our CSR management vision and describe a round-table discussion held with young employees under the theme, “What should Yokohama Rubber do to build a trusted identity within society?” Young employees, the future leaders of the Yokohama Rubber Group, shared their ideas about what Yokohama Rubber should do to realize their newly shared vision for its future.

Other topics covered in this report include our globally expanding YOKOHAMA Forever Forest Project, our medium- to long-term CSR and environmental plans, and a review of our performance in FY2009. We have made a concerted effort to describe our initiatives in as simple terms as possible.

We are committed to continuing to build a trusted identity as a contributing member of the global community for generations to come.

We would greatly appreciate readers’ participation in the attached survey. Please do not hesitate to give us your most honest opinion.

Note: FY2009 is the fiscal year from April, 2009 through March 31, 2010 in this report.

The Online Edition

Reflecting the GRI Guidelines, the online edition provides a comprehensive amount of information. We disclose specific data not included in the printed edition for additional reference.

<http://www.yrc.co.jp/csr/>
(Japanese only)

Easy Search

You can search for information on our website via keywords, the sitemap, a GRI Guidelines reference table, and by individual business activity.



Printed edition content

Content only in the online edition

- Environmental Aspects**
 - Environmental management
 - Green procurement
 - Environmentally sound products
 - Environmentally friendly production
- Social Aspects**
 - With Employees
 - With Partners
 - With Shareholders and Investors
 - With Customers
 - With Society
- CSR Reports Produced by Plants and Affiliates**

Issued date

October 2010

Editorial Responsibility

CSR Report Editorial Group

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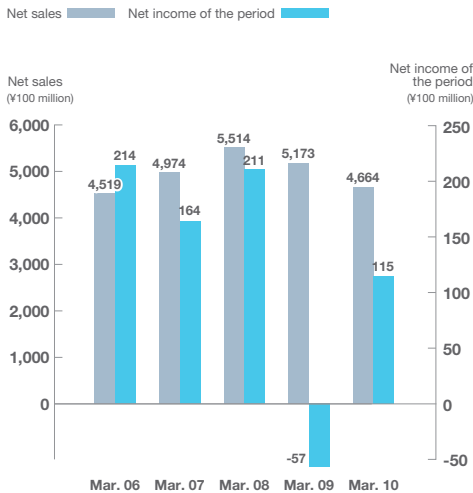
Notes Concerning Forward-looking Statements

This report contains projections, statements regarding plans and objectives, and other forward-looking statements. All such statements are made based on assumptions and judgments derived from information available as of July 2010, and are subject to risks and uncertainties that could cause actual performance to differ, including not only the business activities of the Yokohama Rubber Group but also global and economic trends and changes in the global environment.

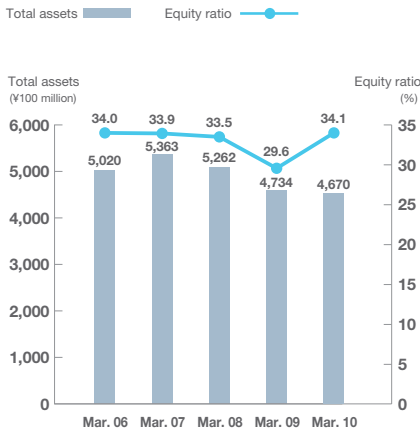
Yokohama Rubber Group at a glance (as of March 31, 2010)

Company Name	The Yokohama Rubber Co., Ltd.	Number of Employees	17,566 (Consolidated)
Established	October 13, 1917	Number of Shareholders	16,757
Paid-in Capital	¥38,909 million	Number of Shares Issued and Outstanding	342,598,162
Net Sales	¥466,358 million (Consolidated)	Number of Consolidated Subsidiaries	127
Fiscal Year End	March 31	Number of Affiliates Accounted for by the Equity Method	2
President and Representative Director	Tadanobu Nagumo	Stock Exchange Listings	Tokyo, Osaka, Nagoya
Head Office	36-11, Shimbashi 5-chome, Minato-ku, Tokyo, Japan 105-8685	URL	http://www.yrc.co.jp/english/

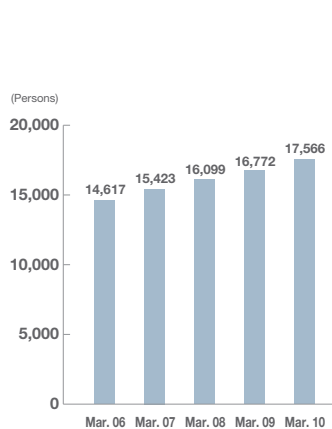
Net sales and net income (consolidated)



Total assets and equity ratio (consolidated)



Number of employees (consolidated)

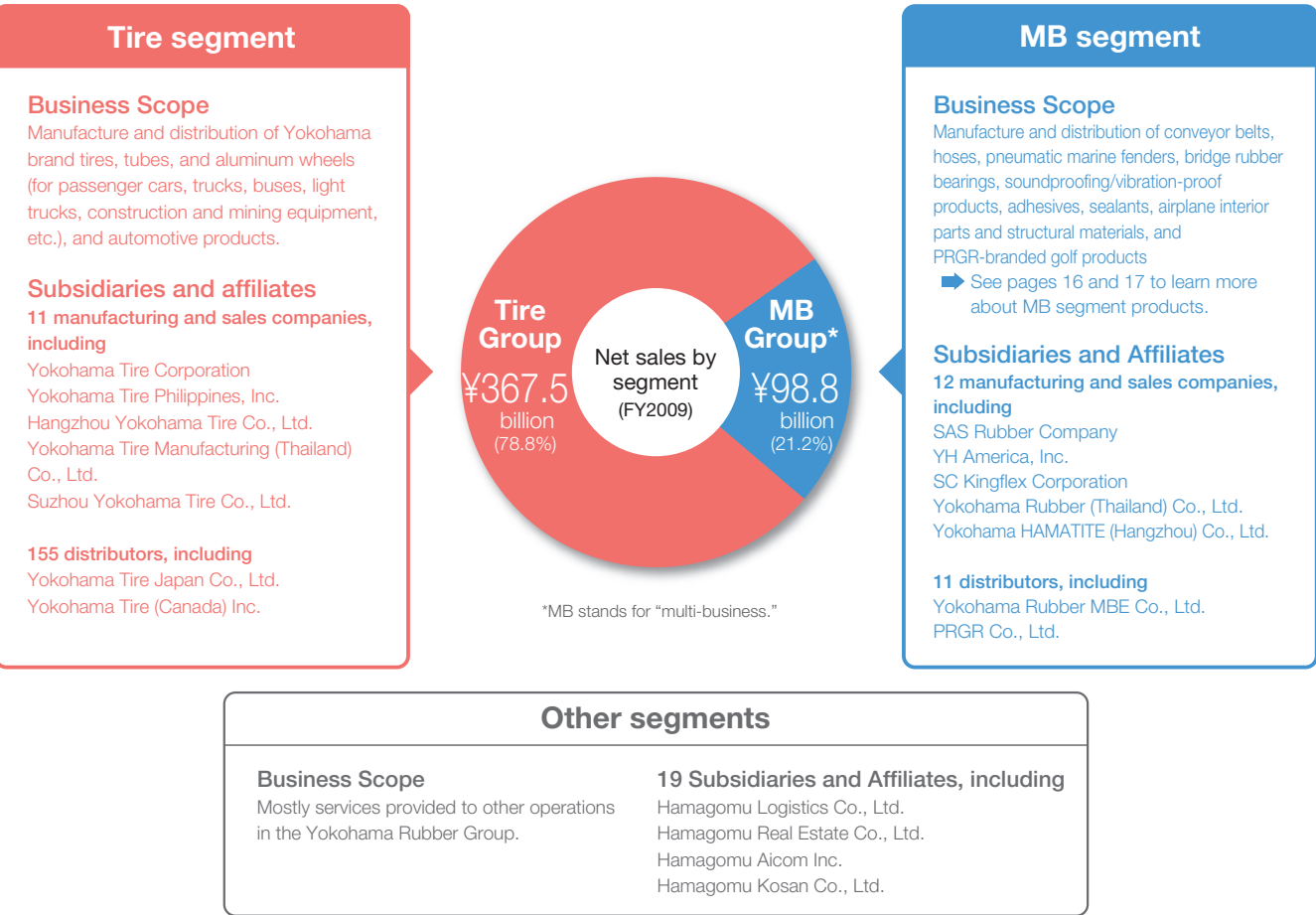


Economic dividends to stakeholders

Category of stakeholder	Value (million yen)		Method of calculation
	FY2009	FY2008	
Business partners*	231,597	291,738	Cost of sales** and selling, general, and administrative expenses**
Employees*	46,911	50,965	Cost of sales and payroll component of selling, general, and administrative expenses
Shareholders	2,728	4,357	Payment of dividends according to cash flow statement
Creditors	2,847	3,479	Interest expense component of non-operating expenses
Government	2,569	2,975	Corporation income tax, etc.
Society	16	32	Social contribution expenditure as estimated by Yokohama Rubber
Environment	8,798	9,353	Environmental contribution expenditure as estimated by Yokohama Rubber
Internal	8,758	-10,011	Net income less dividend payments

* Based on non-consolidated results. ** excluding personnel costs

Core products and group companies by segment



Breakdown of operations by region

Number of companies: consolidated subsidiaries and affiliates accounted for by the equity method
Number of employees: employees of Yokohama Rubber and its consolidated subsidiaries

