Yokohama Rubber's 100 Year History of Staying Ahead of Society

1917 to 1999

1917 to 1937
Foundation to prewar growth period
Established with aspirations of producing some of the finest products in the world

Operating based on a founding spirit that values economic efficiency and social qualities.


Hiranuma Plant

1938 to 1950s
From military demand, expansion, and defeat to reconstruction
Business driven by military demand/overseas production and reconstruction from postwar

Promptly developed environmentally friendly products while resuming business following hardships.


Head Office and Tokyo Branch Office

Developments at Yokohama Rubber

1917 Yokohama Rubber Co., Ltd. was established on October 13 as a joint venture between the BF Goodrich Company and Yokohama Electric Cable Manufacturing Company.
Has the ambition to produce the best rubber products in the world using the advanced technology of the US.

1920 Started tire production

1923 Hiranuma Plant was completely destroyed by the Great Kanto Earthquake
Worked to rebuild the plant while importing and selling tires from the BF Goodrich Company.

1929 Started operations of the Yokohama Plant completed in Tsurumi-ku, Yokohama
The speech at that time by President Suekichi Nakagawa adopted as the founding spirit.

Founding spirit (summary)

1. Production business is a social service.
2. Commit to delivering quality products unrivaled by those of competitors.
3. Management should adhere to the principles of fairness and consideration.
4. Making the best use of the productivity of machines is the great secret for improving efficiency.
5. Make a great effort to succeed in business.

1938 to 1944 Established production sites in Asian countries

1944 Opening of Mie Plant

1945 (end of war) Yokohama Plant rendered inoperative by Allied air raids
Lost all the business sites in Japan and overseas

1946 Got a fresh start based on a dauntless spirit
Started operations at Mishima Plant

1951 Started operations at Hiratsuka Plant

Representative products

1921 Independent development and utility model registration of a cut-edge flat belt

Developed Japan's first corded tire, the "Hama Town Cord"
Extended the life of tires by three times

1929 Started domestic production of V-belt
Revolutionized the V-belt industry with high-speed operation, long life, and excellent acoustics

1937 Launched a Y-shaped tire that adopts a new tire cord
Improved durability, etc.

1940 Started sales of recycled rubber

1952 Launched Japan's first cord conveyor belts

1954 Launched the "Y-29", Japan's first snow tire

1958 Launched HAMATITE® sealant made from a rubber and resin compound
Aimed for the domestic production of construction sealant, which passed stringent durability testing and has been used in many high-rise buildings.

Developed a pneumatic fender as the Company's first environmental contribution product
Previously, whales had been used as cushioning material for whaling ships coming alongside the pier, which were substituted by this fender.

Yokohama Rubber will celebrate its 100th anniversary since foundation in 2017. Over this period of 100 years, we have overcome various difficulties and worked as a company to develop products ahead of the world.
We will introduce the values Yokohama Rubber has continued to provide to society along with our environmental and CSR activities.

1960s to 1970s
High growth period
Taking on our social responsibility as quickly as possible

As pollution had become a social issue and in anticipation of the times, we indicated a stance of consideration for not only our own company, but also the supply chain and the local community.


Onomichi Plant

1980s to 1990s
From the bubble economy to a period of low economic growth
Pioneering environmental support

Launched sales of the "DNA" series as the first eco-tires in Japan, staying ahead of the global low fuel consumption trend.


"DNA", the first eco-tires in Japan

1963	Renamed to The Yokohama Rubber Co., Ltd.
1970	Pollution Prevention Committee established Became the Environmental Improvement Department the following year.
1972	Established Tokyo Retread Co., Ltd. and started a retreading business
1973	Formulated a new management philosophy Aim to put an emphasis on corporate social responsibility. Around this time, we indicated that we would not generate pollution even at the stages of subcontractors, raw materials suppliers, and customers.
1974	Started operations at Onomichi Plant Equipped with a full factory wastewater closed system.
1977	Occurrence of some defects in car steel radial tires and subsequent announcement Started withdrawal and replacement measures. Made prompt response efforts including inspections. Planned and executed recurrence prevention measures.
1983	Entered the PRGR (ProGear) golf business
1992	Formulated the corporate philosophy
1992	Mie Plant completes a tire incineration boiler using waste heat in consideration of the environment
1993	Formulated environmental protection action plan
1996 to 1997	Established production and sales subsidiaries in the Philippines, Thailand, and Vietnam
1999	Acquired ISO 14001 for all plants in Japan

1964	Japan's first spiral high pressure hose released Supports the adoption of hydraulics for industry machinery.
1965	Manufacturing and sales of the first jet aircraft tires in Japan
1967	Launched sales of "G.T. Special" and "G.T. Special XX", radial tires for passenger cars Radial tires with doubled durability of bias tires up until now became mainstream.
1971	Launched sales of "G.T. Special Steel", Japan's first steel radial tubeless tire for passenger cars
1976	Started development of fuel-efficient tires for North America
1978	Launched sales of "ADVAN HF" for passenger cars
1980	Launched sales of "ASPEC AX-323", a Kevlar radial tire for passenger cars
1983	Launched sales of golf balls
1988	Launched sales of low-permeability air hose with one-tenth the alternative freon R134a permeability of traditional products
1990	Launched sales of "SY101", a studless tire for trucks and buses
1991	Launched sales of "Flex Line", a cylindrical conveyor belt that prevent scattering of the transported object
1998	Launched sales of "ES-01" and "ES-02" as first offerings of new fuel-efficient "DNA" series of passenger car tires in Japan The rolling resistance used for indicating fuel economy at this time is regarded as a benchmark for tire fuel economy now.