



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

2000 to 2017

2000s

Evolution of CSR management

Becoming a company having world-class strengths in technologies for protecting the environment.

We have implemented various initiatives as a company having world-class strengths in technologies for protecting the environment based on GD100 and the Environmental GD100.



Logo for GD100

Developments at Yokohama Rubber

- 2001** Started a zero emissions campaign
Aim to stop producing industrial wastes for landfills by end of fiscal 2005
- 2001 to 2004** Established production and sales subsidiaries in China and Thailand
- 2003** Completed construction of Shinshiro-Minami Plant in Aichi Prefecture
- 2005** Established a tire sales company in Russia, Yokohama Russia L.L.C

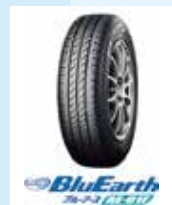


- 2006** Announced new medium-range management plan, Grand Design 100 (GD 100)
At the same time, set out on a policy of being a company having world-class strengths in technologies for protecting the environment
- Established production and sales subsidiaries in China (Shandong, Suzhou)
- 2007** Started the YOKOHAMA Forever Forest tree-planting project
We create forests in consideration of biodiversity at offices in various locations.
- Established a local subsidiary in India, Yokohama India Pvt. Ltd.
- 2008** Established a Corporate Social Responsibility Division
Released the CSR Management Vision of "To build a trusted identity as a contributing member of the global community."
- 2010** Formulated Guidelines on Biodiversity



Representative products

- 2000** Began sales of prepreg for aircraft structures
Achieved a significant reduction in weight compared to conventional metal structure materials and contributed to improved fuel economy.
- 2001** Launched sales of "ECU-193" wood-based flooring material elastic adhesive as a sick house countermeasure
- 2002** Launched sales of "iceGUARD iG10" studless tires for passenger vehicles
- 2003** ISO certification acquired for Yokohama Rubber's pneumatic fenders
Launched sales of "Ecotex", an energy efficient conveyor belt
- 2005** ADVAN become a global flagship brand
Launched worldwide sales of "ADVAN Sport V103"
Launched sales of the "AIR Watch" tire pressure monitoring system for passenger cars
- 2007** Launched sales of "ZEN 102ZE", a fuel-efficient, low maintenance tire for trucks and buses
- 2009** Launched sales of "Y-coat", a coating material used in household appliances and electronic devices
Contributed to improved durability for information home electronic products such as mobile phones.
- 2010** Launched sales of "BluEarth AE-01", a fuel-efficient tire for passenger cars, as the first offering in the "BluEarth" series



We would like to introduce our efforts to expand CSR management and environmentally friendly products that we have particularly focused on since 2001.

We will implement world-pioneering business and social initiatives in preparation for the next 100 years for Yokohama Rubber.

2010s Further progress of globalization and expansion of social activities

In preparation for the next generation of society

Evolution of social activities aimed at the next 100 years



Acquired Alliance Tire Group into a subsidiary



Indonesia Plant (marine products manufacturing)

- 2011** Established Yokohama Peer Support Co., Ltd., as a company promoting employment of disabled individuals

Started environmental protection project in the Laojunshan Preservation Area in China

- 2012** Received integrated ISO 14001 certification (China)

Signed the United Nations Global Compact

- 2014** Introduced a regional comprehensive work position system, and abolished general position system

- 2015** Held social contribution activities awards for business partners
Awards were based on the result of self-diagnosis and questionnaires previously conducted with business partners



- 2016** Acquired Alliance Tire Group B.V.

Certified for top-ranking A List in the CDP Climate Change Report 2016

- 2017** Acquired Aichi Tire Industry Co., Ltd.

Achieved the goal of planting 500,000 trees in the YOKOHAMA Forever Forest Project



- 2012** Launched sales of "Duotex", a long-life conveyor belt composed of recycled materials



- 2015** Launched sales of the "AC6B 11" air conditioning hose, the first in the world to support next-generation refrigerant



- 2016** Launched sales of the "ibar HG82" hose for high-pressure hydrogen gas
Contributed to the spread of fuel cell vehicles and hydrogen stations.



- 2017** Expected to achieve goal of 100% environmentally-friendly products

