



# Development of Products and Services that Contribute to the Environment and Society

## Tire business

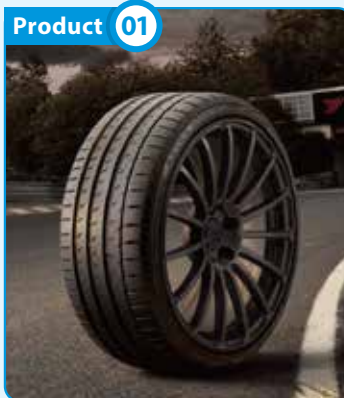
### Tire business that evolves technologies in response to the expectations of customers and society

We continue to pursue technologies that achieve a top-level of environmental performance and lead to safety and peace of mind.

#### Tire products

We offer products that enrich the lives of customers while responding to the social needs.

#### Product 01



#### ADVAN Series "ADVAN Sport V105" "ADVAN FLEVA V701"

High-performance sporty tires  
We offer enjoyable handling and high driving performance on wet surfaces so that many people can enjoy comfort even at high speeds.

#### Product 03



#### iceGUARD Series "iceGUARD 6"

The masterpiece of Yokohama's studless tires  
"iceGUARD 6" added good performance in wet conditions and superior noise reduction to the existing key strengths of the iceGUARD brand (first-class performance on icy roads, long-lasting high performance, and improved fuel economy) to achieve even further safety on winter roads.

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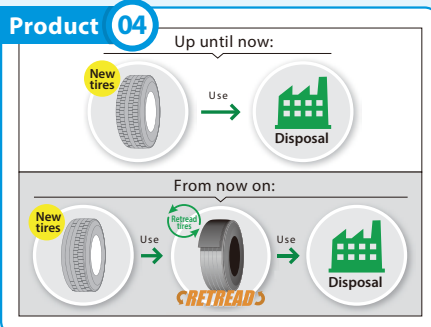
#### BluEarth Series "BluEarth RV-02"

Acquired the highest grade of "a" for wet grip performance  
This tire for minivans and crossover SUVs you use to drive around your precious family members and cargo achieves both fuel efficiency and safe driving during rainy weather.

#### Product 02



#### Product 04



#### Retread tires

Retread tires are tires that have been reused through re-adherence of tread rubber that has worn off to restore function as a tire. By reusing resources we contribute to the reduction of CO<sub>2</sub> emissions in tire production as well as a reduction in waste tires.

#### Product 05



#### Internet release of "Rainy Day Hill"

We have made an appeal for the excellent wet performance of Yokohama's tires through this original short movie in an effort to improve recognition.

## Technology 01



### Development of and cooperation between technical bases

We have developed regional development bases near markets including Japan, North America, Thailand, and Europe as a structure capable of supporting the requirements of each region.

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### "AIRTEX" low air permeability material

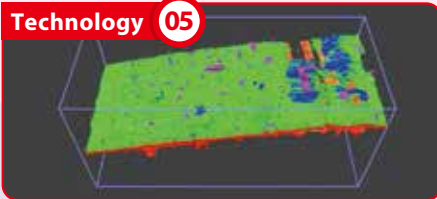
This low air permeability liner that is applied inside tires significantly reduces tire air leaks and contributes to improved fuel efficiency for tires and resource conservation.

## Technology 03

**AIRTEX**  
Advanced liner



## Technology 05



### Promoting motor sports activities

We promote and support various motor sports as opportunities to experience the joy of driving.

We will leverage the design, manufacturing, and assessment technology and know-how developed in these activities in the development of future projects.

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## Service & Business 01



### Sponsorship agreement with Chelsea FC and social contribution activities

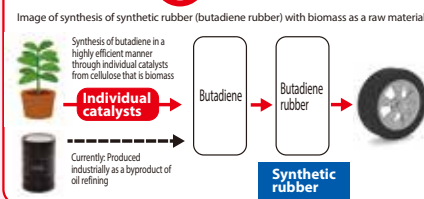
We have entered a sponsorship agreement with a Premier League football club to help improve recognition of our company and our brand image. We also conduct social contribution activities, including a football school and tire safety awareness activities.

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### Biomass materials

We are developing technologies for the generation of raw materials for synthetic rubber including butadiene and isoprene from biomass. We can reduce CO<sub>2</sub> emissions to one-fourth of previous levels through the development of these technologies.

## Technology 02



## Technology 04



### Tire simulation technologies

Super computers, numerical simulations, and data science are used to clarify the impact that the variety of design factors of tires and rubber can have on various characteristics to facilitate the development of next-generation tires.

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### World's first 3D analysis technologies (Adhesion deterioration assessment)

In partnership with Tohoku University and Hitachi High-Technologies Corporation, we have developed technologies for the three-dimensional analysis of rubber and steel cord adhesion deterioration. These technologies are expected to be applied to the development of tires with high durability.

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## Service & Business 02



### Expansion of production goods tire business

We have expanded our business of tires for agricultural, forestry, and industrial applications through the acquisition of the Alliance Tire Group (ATG) and Aichi Tire Industry Co., Ltd. and partnerships.

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## Technology development

We utilize advanced technologies and materials technologies in response to the requirements of customers and society to develop a global R&D structure covering various use conditions.

## Service and business development

We have a technology, service, and sales structure in place that allows us to quickly respond to various needs. Recently, we have also focused on the expansion of industrial application products and sales channels through M&As.

## Service & Business 03

