

Yokohama Rubber's History

Established in 1917, the Yokohama Rubber Co., Ltd., opened its Hiranuma Plant in Yokohama in 1920 and began selling Japan's first corded tire, the Hama Town Cord, a year later. After World War II, in 1950 Yokohama opened its Hiratsuka Factory, which remains one of the company's core manufacturing facilities. Responding to diversifying needs during Japan's postwar reconstruction, Yokohama developed not only tires and belts but a wide variety of products and grew into a comprehensive rubber products manufacturer. Yokohama has a history of pioneering that has kept it at the forefront of its industry throughout its more than 100-year history. Since its foundation, Yokohama has continually accepted new challenges, thus ensuring its position as an industry leader.

Start of Radial Tire Development 1956-

The history of radial tires in Japan began in 1956, when Yokohama developed the first wire radial tire for trucks and buses (that tire was eventually marketed as Japan's first domestically produced radial tire in 1963). We also began developing radial tires for passenger cars, and in 1964, succeeded in trial production using a flat profile mold. In 1966, ahead of other tire makers, Yokohama opened Japan's radial tire era when the company began marketing Japan's first radial tire for passenger cars, the G.T. SPECIAL.



In 1971, launched sales of G.T. SPECIAL STEEL, Japan's first steel radial tubeless tire.

MB Operations Contributing to Social Infrastructure and Industrial Fields 1952-

Yokohama's pioneering spirit has not been limited to its tire business. Yokohama's Multiple Business (MB) operations also have a long history of developing technologies and products that have contributed to social infrastructure and industrial fields. From industrial products, such as industrial and automotive hoses as well as conveyor belts, to marine products, such as pneumatic fenders and marine hoses, and even aerospace products, Yokohama has worked on a wide range of products, achieving a number of Japan and world first achievements.



In 1970, installed German-made equipment for producing a 3.2-meter wide steel cord conveyor belt at the Hiratsuka Factory.

From ADVAN Driving Tires to a Global Strategic Brand 1978-

In 1976, European tire product reviews stated that the wet performance of passenger car radial tires from Japan was poor. Yokohama accepted this technical challenge and developed the ADVAN-HF, a tire with the world's highest level of wet performance, which was then introduced to the market in 1978. The first tire in the ADVAN series, the ADVAN-HF, was designed to provide superior grip in wet and dry conditions and became Japan's first sports radial tire, opening up a new genre in Japan's tire market.

In 2005, Yokohama began promoting ADVAN as its global strategic brand. Yokohama has continually enhanced the brand's image by building an expansive brand lineup, promoting the tires' use as original equipment in high-performance cars around the world and supplying the tires to cars competing in the world's major motorsports events. As a result, ADVAN has become the company's global flagship brand that represents high-performance, high quality, and high technologies for which Yokohama has become known.



In 1988, the high-performance passenger car tire YOKOHAMA A008P receives technical certification from Porsche.



In 2005, launched ADVAN Sport V103 worldwide, making ADVAN the global flagship brand.



In 1920, completed construction of the Hiranuma Plant, the company's first production facility.



In 1952, the Hiratsuka Plant (current Hiratsuka Factory) started production.



In 1961, construction of the new corporate headquarters, the Yokohama Rubber Building, was completed.

1917 1920

1952

1961

PRGR, Pioneering the Use of Science in Golf Gear Design 1983-

In 1983, Yokohama entered the golf gear market with our PRGR brand. We have marketed a steady stream of unique golf gears, including drivers with carbon heads and carbon shafts that were developed using our specialty carbon and resin technologies.



Yokohama's PRGR golf gears have made golf more enjoyable by using science to maximize golfers' power. As a result, PRGR have become popular with golfers and become a golf gear brand known for constantly coming up with innovative ideas.

Ahead of the Times, Developed Fuel-Efficient Tires Emphasizing Environmental Performance 1996-

In 1996, a project was launched to add further value to the image of "YOKOHAMA with excellent driving performance" established by ADVAN. This project was named the "DNA Project" because its goal was to develop tires that would become the new nucleus (DNA) of Yokohama.

The DNA Project's guiding phrase for tire development was "Environmental performance" ahead of the times. The top priority was to develop tires that would improve fuel efficiency and reduce CO₂ emissions.

The result was the DNA series, Japan's first fuel-efficient tires, which improved fuel efficiency by reducing rolling resistance without sacrificing grip performance, thus maintaining high standards for these two conflicting conditions.



In 1998, launched sales of ES01 and ES02 as first offerings of new fuel-efficient DNA series of passenger car tires.

In 2001, launched sales of DNA ECOS, a fuel-efficient tire for passenger cars.

"Caring for the Future" Yokohama's CSR Activities 2007-

Yokohama's initiatives are not limited to manufacturing. Our CSR activities are also expanding. Under YOKOHAMA Forever Forest Activities, we have been continuing with efforts based on a 2030 target of 1.3 million trees, including planted trees and saplings provided at 14 sites in Japan and 21 overseas sites in eight countries. The YOKOHAMA Magokoro Fund established in 2016 is made up of employees who wish to make donations as its members, and accumulates funds by deducting 100 yen per unit every month from the salaries of those employees. The funds raised are donated to provide financial support to NPOs and NGOs working on environmental conservation, the protection of human rights and other causes, and as relief donations in the wake of major disasters.



In 2007, commenced YOKOHAMA Forever Forest Activities.



In 2016, established in YOKOHAMA Magokoro Fund.



In 2017, Yokohama celebrated its 100th anniversary.



In 2016, Alliance Tire Group, which manufactures and sells tires for agricultural and construction machinery in the Netherlands, became a subsidiary.



In 2006, under the GD100 long-term management plan running up to 2017, the 100th anniversary of Yokohama, CSR management was enhanced with the aim of becoming a top-level company contributing to the environment based on the GD100 guidelines for action on the environment.



In 1996, established Yokohama Tire Philippines Inc. as tire manufacturing/sales subsidiary.



In 1986, completed the D-PARC comprehensive tire proving ground in Ibaraki Prefecture.



In 1974, commenced production of high-pressure hoses at the Ibaraki Plant.

