

NEWS RELEASE



October 18, 2004
For immediate release

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Yokohama Rubber to Show its Products at Sao Paulo Motor Show, the Largest Motor Show in Latin America

Tokyo-The Yokohama Rubber Co., Ltd., today announced that it would participate in the Sao Paulo Motor Show 2004 (Salão Internacional do Automóvel 2004) to be held from October 21 through 31, 2004, in Sao Paulo, Brazil. Following its participation in the Paris Motor Show that began in September in France, the participation in Sao Paulo Motor Show will be the first opportunity for the company to introduce “ADVAN” brand products in the Latin America region. When the show was held last time in 2002, 140 companies exhibited their products from countries around the world and some 500,000 people visited the show.

Yokohama Rubber positions Latin America as an important region in its global growth strategy. Particularly in Brazil, the center of economy and the automotive industry in the region, the company is building a proactive sales strategy with its high-grade, high-performance passenger car tires being the main product so as to achieve a goal of selling more than one million tires in 2010.

At the show, Yokohama Rubber will newly introduce “ADVAN”, which is the company’s symbolic brand representing the company’s global concept. Under the “ADVAN” brand, Yokohama will aggressively carry out all activities including the development of flagship tire products, the participation in motor sports activities, and co-development activities with world leading carmakers and tuners. The “ADVAN” is a symbolic brand of Yokohama Rubber, representing the company’s spirit of pursuing high performance and high quality of its products. Yokohama plans to introduce “ADVAN” brand products to its customers and users around the world.

At the Sao Paulo Show, Yokohama will exhibit “ADVAN Sport”, the company’s new sport flagship tire, and “ADVAN S.T.”, the flagship tire for SUV (Sport Utility Vehicle). Both “ADVAN” tires to be put on sale in 2005. In addition, the company will introduce “C.drive”, a high-performance tire for overseas markets, and “PARADA”, the ideal tire for dressing up cars. Meanwhile, “ADVAN sport” has recently been employed by Bentley Motors of the United Kingdom as standard equipment for its “Continental GT”, the world’s fastest 4-seats coupe.

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