

NEWS RELEASE



YOKOHAMA

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Yokohama Rubber to Run a Booth at 2004 SEMA Show, The Largest Aftermarket Car Show in the Industry

Tokyo—The Yokohama Rubber Co., Ltd. today announced that they will exhibit their products at the 2004 SEMA Show to be held from November 2nd through 5th, in Las Vegas, Nevada, United States. At the show, Yokohama will introduce, its global flagship brand ADVAN.

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

At the SEMA Show, Yokohama will exhibit ADVAN Sport, the new sport flagship tire, ADVAN S.T., the new flagship tire for the SUV (Sport Utility Vehicle), and ADVAN Neova, the maximum performance radial. ADVAN sport has recently been selected by Bentley Motors of the United Kingdom as standard equipment for its Continental GT, the world's fastest 4-seats coupe. Yokohama Rubber plans to begin marketing ADVAN brand tires in 2005. In addition, Yokohama will also introduce the PARADA brand, the ideal tire for dressing up cars and the AVID TRZ, premium all-season touring tires at the show.

The SEMA Show is held every year as the world's largest-class event in the area of aftermarket parts for dressed-up and tuning cars. By utilizing a vast space of over one million square meters, more than 9,000 companies exhibit run their booths displaying the latest in their products. Approximately 100,000 visitors from over 100 countries around the world, including industry leaders and buyers, will visit the show.

In the North American market, where the demand for aftermarket products is among the strongest in the world, active competition is prevailing in the car and tire areas. Since Yokohama Rubber has a vision to "grow globally," it will aggressively introduce the ADVAN brand and other mainstay products in this market.

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