

NEWS RELEASE



YOKOHAMA

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Yokohama Rubber to Aggressively Introduce its New Global Flagship Brand ADVAN around the World.

The Yokohama Rubber Co., Ltd., today announced that it would launch its new global flagship brand ADVAN and begin aggressively introducing the tires with the brand name of in 2005 all over the world.

The ADVAN to be newly launched this time is Yokohama Rubber's global flagship brand symbolizing "global" and "high performance" that are the core concepts of the company in designing and marketing its flagship tires. Under this brand, the company will aggressively push forward with the development of high-performance flagship tires, participation in motor-sports activities, and co-development of tires with leading carmakers and tuners around the world. By fully utilizing its highest-level technologies, Yokohama Rubber will further strengthen the high-performance, high-quality image of ADVAN brand tires, thus building ADVAN into the symbolic brand of Yokohama Rubber on a global scale.

Representing "highest performance" and "highest quality" concepts, the ADVAN is Yokohama Rubber's symbolic brand. In the past, the brand has covered sports category tires mainly in Japan. Yokohama Rubber however plans to develop the brand into its "top-of-the-line" brand in all tire categories including luxury tires and sports-utility vehicle (SUV) tires.

Also, Yokohama Rubber plans to emphasize ADVAN in its participation in motor-sports activities in order to strengthen the brand's presence in this area. By participating in global category activities, the company will make ADVAN a brand that is extensively appealing to world-class motorists.

Yokohama Rubber also plans to be proactive in the area of the co-development with carmakers and tuners. In this strategy, ADVAN Sport that has been equipped to BENTLEY Continental GT is the first tire qualified as original equipment for the car. Yokohama Rubber participated in the co-development of 20-inch tire models for the Continental GT, the world's fastest (318km/h) four-seater coupe. After undergoing harsh development processes, the ADVAN Sport has formally been given an exclusive status as original equipment for the Continental. Yokohama Rubber plans to continue pursuing this type of co-development opportunities for ADVAN brand tires in the future.

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Under the ADVAN global strategy that has been launched this time, Yokohama Rubber will begin marketing ADVAN Sport (V103) for use with super sports cars and ADVAN S.T. (V802) for use with super SUV in 2005.

ADVAN Sport is a high-performance tire based on a new concept that boasts ultrahigh performance as well as driving comfort and quietness. Its high performance meets requirements of super sports cars and high-power saloons.

ADVAN S.T. is a SUV tire for which demand is expected to increase from now on and its performance is especially suited to super SUVs with high power. Yokohama Rubber has developed ADVAN S.T. with emphasis on achieving ultrahigh performance by accumulating developmental experiences at high-speed stages such as the autobahn and the Nurburgring circuit in particular.



ADVAN brand's new logo