

NEWS RELEASE



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Yokohama Rubber to introduce its new symbolic brand “ADVAN” at Paris Motor Show 2004

Tokyo—The Yokohama Rubber Co., Ltd., today announced that it would participate in the Paris Motor Show 2004 (Mondial de l'automobile 2004) to be held from September 25 through October 10, 2004, in Paris, France.

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 tyre products, the participation in motorsports 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” branded products in markets around the world.

First introduced in 1978, “ADVAN” has been enjoying high user awareness as a brand for motorsports activities and high performance tyres in Japan. Its presentation at the Paris Motor Show in September will be the first full-fledged introduction in the European market. At the show, Yokohama will exhibit “ADVAN Sport”, the company’s new sport flagship tyre, and “ADVAN S.T.”, the flagship tyre for SUV (Sport Utility Vehicle), as well as its run flat tyre systems including the Z.P.S. (Zero Pressure System) and the Support Ring System. Sale of “ADVAN Sport” and “ADVAN S.T.” is scheduled to begin in 2005. With its display area of almost 300 square meters, Yokohama will present its products in an impressive two-story stand in Hall 3. The stand is closely located to the stands of major carmakers that attract many visitors.

The world famous Paris Motor Show is held every 2 years at Paris Expo Porte de Versailles and fills 8 halls and over 180.000 square meters with exhibits from all sectors of the automobile industry worldwide. Several hundred European and international brands will be shown to offer visitors a comprehensive overview of the sector, new products and world premieres.

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