

# NEWS RELEASE

## YOKOHAMA

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## **Yokohama Rubber's New and Improved Global Tire Website Comprehensive Presentation of Worldwide Activities**

Tokyo - The Yokohama Rubber Co., Ltd., has, as part of its worldwide development, renewed the website for its global tire business. The new site will open on November 2 with a new web address: <http://global.yokohamatire.net>. The previous website primarily linked to the sites of group companies and affiliates. In order now to allow visitors to obtain an even wider range of information about the company, contents have been enhanced and the design has been dramatically updated.

On the opening page, a full-screen video shot from a car traveling down a highway conveys the sense of speed associated with Yokohama Rubber's tires and the visual attractiveness. From there, visitors are guided to any of five areas: "CORPORATE," "MAIN PRODUCTS" "NEWS" and "CONTENT," along with "YOKOHAMA WORLDWIDE," linking to the sites of group companies overseas. A broad selection of information on the activities of Yokohama Rubber, from corporate and product information to motor sports, IR and CSR is available.

In its "New Medium-Term Management Plan: Grand Design 100 (GD100)," Yokohama Rubber asserts its intention to "evoke a distinctive global identity in building corporate value and in building a strong market presence." In its tire business, the company has marketed its global flagship brand "ADVAN" since 2005 and is now offering eco tires – products that contribute to improving automobile fuel efficiency. In these ways, Yokohama Rubber is advancing its brand image in overseas markets and improving its level of recognition among people around the world.



Opening-page of the renewed website

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