

NEWS RELEASE

YOKOHAMA

October 30, 2009
For immediate release

Contact:
Corporate Communications Dept.
The Yokohama Rubber Co., Ltd.
36-11, Shimbashi 5-chome
Minato-ku, Tokyo 105-8685
Phone: 81-3-5400-4531
Fax: 81-3-5400-4570

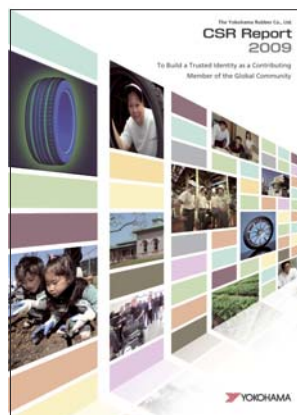
Yokohama Rubber Posts English CSR Report 2009 on Website

Tokyo - The Yokohama Rubber Co., Ltd. today announced that the company posted an English version in PDF format of the CSR Report 2009 on its website (http://www.yrc-pressroom.jp/env_en) on Friday, October 30, 2009. In addition, a site report summarizing CSR activities at each of domestic and overseas production sites and affiliates has also been posted.

In its CSR Management Vision established in 2008, Yokohama Rubber upholds “To build a trusted identity as a contributing member of the global community” as its mission, placing an additional emphasis on approaches to “people and society” and “environment”. The CSR Report 2009 incorporates two feature stories: “Contributing to the environment through manufacturing” and “Building a trusted identity as a contributing member of the global community” that introduce in an easy-to-read style many examples of specific efforts and their results in Japan and foreign countries as well as voices from those actually working in the field. The total number of pages was reduced to 40 from 54 of last year.

The site report introduces CSR activities at ten domestic production sites of Yokohama Rubber Group and the corporate headquarters in addition to environmental data from domestic group companies. The report also introduces CSR activities at ten production sites and two sales companies in overseas.

With the company’s new medium-range management plan “GD100” or Grand Design 100 launched in 2006, and with inclusion in it of a basic policy to “Assert world-class strengths in technologies for protecting the environment”, Yokohama Rubber is taking actions to ensure consistent high levels in global environmental management practices at all operations worldwide. In order to communicate these endeavors to our stakeholders around the world, we started issuing the English version of CSR Report in 2007. (An Environment and Society Report was issued as the 2007 version.)



Front cover of English CSR Report 2009

横浜ゴム株式会社 広報部 広報・IRグループ
〒105-8685 東京都港区新橋5丁目36番11号 TEL:(03) 5400-4531 FAX:(03) 5400-4570

THE YOKOHAMA RUBBER CO., LTD. CORPORATE COMMUNICATIONS DEPT.
36-11, Shimbashi 5-chome, Minato-ku, Tokyo 105-8685, Japan Telephone: 81-3-5400-4531 Facsimile: 81-3-5400-4570