

NEWS RELEASE

YOKOHAMA

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Yokohama Rubber to Exhibit at the Dubai Motor Show 2009

Tokyo – The Yokohama Rubber Co., Ltd., has announced that it will participate in the Dubai International Motor Show 2009, which will run from December 15, Tuesday, through December 20, Sunday (December 15 will be a press day), in Dubai, U.A.E.

In addition to the new “ADVAN dB” in its global flagship brand ADVAN series, Yokohama Rubber will exhibit as reference products a number of its latest offerings that have not been released in the Middle East market. The company will highlight the performance as well as fuel efficiency of its tires, contributing to protection of the global environment. At the show, a new corporate visual theme – “Samurai” – will also be unveiled for overseas markets. Yokohama Rubber will promote its high level of performance and high quality to a broad spectrum of customers.

This will be the tenth Dubai Motor Show, the only international motor show in the Middle East region, held every two years. At the Dubai Motor Show 2007, more than 600 automotive-related companies exhibited, and there were more than 100,000 visitors, primarily from neighboring countries.



Conceptual image of Yokohama Rubber exhibition site

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