

NEWS RELEASE

YOKOHAMA

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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 to Exhibit at Auto Shanghai 2009

Tokyo - The Yokohama Rubber Co., Ltd., will participate in Auto Shanghai 2009, which runs from April 20, Monday, through April 28, Tuesday (April 20 and 21 will be press days), in Shanghai, China.

At the show, under the theme “What Tires Can Bring: More Joy for You and the Earth,” Yokohama Rubber will introduce environmentally friendly tires as well as high-performance models delivering both comfort and driving pleasure for the user. Together they highlight the company’s environmental leadership and reliability backed by the highest levels of technology. In addition, Yokohama Rubber has this year appointed the popular Chinese actor Louis Koo as the face of Yokohama Rubber in China - a move sure to enhance its recognition even more.

The environmental section of the show will include the “rolling resistance” experiment that was a big hit at the Tokyo Motor Show. Two rubber balls with different characteristics will be rolled at the same time, vividly demonstrating Yokohama Rubber’s contribution to fuel efficiency. The principles behind the improved rolling resistance and how that contributes to fuel economy will also be explained. An environmental car from famed race-car designer Mr. Takuya Yura - the Yura Style Aero Prius - will be exhibited to further reinforce the environmental message.

In the high-performance section, which will feature Yokohama Rubber’s global flagship brand “ADVAN” series, a new street-sport tire, the “ADVAN NEOVA AD08,” to be marketed in June, will be shown, together with the “ADVAN Sport” for high-powered saloons and the “ADVAN S.T.” for next-generation SUVs. The fitting of Yokohama Rubber tires as original equipment on many world-renowned high-performance cars will be used, as will videos of the highest levels of racing - Yokohama Rubber tires are the control tires for the world’s top touring car race, the FIA World Touring Car Championship (WTCC) - to again powerfully publicize the “ADVAN” brand. In the area of SUV tires, the full lineup of the “GEOLANDAR” series, used extensively in international rally races, will be on display.



Conceptual image of Yokohama Rubber exhibition site

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

Internationally prestigious auto shows are staged every year in China, alternating between Beijing and Shanghai. In Auto Shanghai 2007, 1,300 auto-related manufacturers from all over the world exhibited their products, and over 500,000 people attended.

Profile of Koo Tin Lok Louis

Born on October 21, 1970, in Hong Kong. 181 centimeters tall, 70 kilograms.

After working as a successful fashion model, became an actor in 1993. With his recognized acting ability, has appeared in a wide variety of films from comedies to love stories, including “Election,” which was screened at the Cannes Film Festival, “Rob-B-Hood,” with Jackie Chan, and “Connected,” a remake of the Hollywood thriller “Cellular.” In 2008, was chosen to represent Pepsi-Cola. Debuted as a singer in 2000.