

NEWS RELEASE



September 29, 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

Green Electricity to be Used at the FIA-WTCC Race of Japan

Tokyo - The Yokohama Rubber Co., Ltd., has announced that, as was the case last year, it will again make use of “green electricity” with reduced environmental burden at the Yokohama Tire Service Garage at the FIA World Touring Car Championship (WTCC) Race of Japan. The period of use will be three days, from Friday, October 30, through Sunday, November 1, including race preparations. The race will open on Friday, October 30, at the Okayama International Circuit. Having supplied its racing tires as the designated one-make tire since 2006, Yokohama Rubber has been officially named to do so through at least 2012 – at least seven consecutive years.

Green electricity, which is generated by natural energies, including wind power, hydropower and biomass (biological resources), has been gaining attention as a less environmentally burdensome form of power. Green electricity use is recognized with a green certificate of the “ecological value” of the use, including reduced use of fossil fuels and CO₂ emissions. In this way, users contribute to improving the environment in accordance with the size of their electricity contract. Yokohama Rubber has contracted with Japan Natural Energy Company Limited, and been issued a green certificate worth 1,000 kWh of energy using natural resources (biomass generation of 1,000 kWh).

Having elevated the fight against global warming to the level of highest importance among in its environmental activities, Yokohama Rubber is striving to reduce greenhouse gas emissions and to conserve energy across the full range of its business activities. As part of such efforts, it began using green electricity in 2008. To date, green electricity was used in motor sports in the WTCC Race of Japan in 2008, the 15th Tokachi 24 Hour Race, and the six rounds of the Super GT 2009 series this year. It also did so in events that were part of the 2nd LIVE ecoMOTION. Yokohama Rubber will continue its affirmative use of green electricity wherever and whenever it finds the opportunity.



“Green Power” mark can be displayed
by users of green electricity

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5-36-11 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