

NEWS RELEASE



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New Fuel-Efficient Tire Environmentally Friendly, Easy on People “BluEarth AE-01” Receives Good Design Award

Tokyo - The Yokohama Rubber Co., Ltd., announces that for the second consecutive year one of its tires - this time the new fuel-efficient tire for passenger cars, “BluEarth AE-01” - has received the Good Design Award, following the “ADVAN dB” in 2009. The “BluEarth AE-01” is our third tire to be recognized. The first was the “Eco Tire DNA” series in 2002. Yokohama has received the award on multiple occasions in the past for other products as well, including for golf clubs, tire pressure monitoring systems and nursing-care and social-welfare products.

The first in the “BluEarth” series based on a new concept of tire production, the “BluEarth AE-01” was released domestically in July. It has been rated “AA” for rolling resistance and “c” for wet grip under the rating system* launched in January 2010 by the Japan Automobile Tyre Manufacturers Association (JATMA). Rolling resistance was reduced by 24% from Yokohama’s previous “DNA ECOS” products, while meeting wet grip safety standards as well. Low noise and vibration, and a smooth, comfortable ride are among the improvements. In addition to being a major contribution to protection of the global environment, Yokohama’s affirmative efforts to reduce specific burdens on users, surrounding living environments, etc., as well as the elegant design including the tread pattern, have been highly evaluated - as evidenced by receipt of the award.

Under the new BluEarth concept - “Easy on the Environment, People and Society” - Yokohama endeavors to be environmentally friendly through excellent fuel-efficiency, and easy on drivers and surrounding living environments through improvements in safety and comfort, and reduction of noise outside the vehicle.



BluEarth AE-01



Only recognized products can
bear the “G Mark.”

Replacing the “Good Design Selection System” instituted in 1957 by the Ministry of International Trade and Industry (MITI) (predecessor of the Ministry of Economy, Trade and Industry (METI)), the Japan Industrial Design Promotion Organization (JIDPO) launched the Good Design Award in 1998. It is the only comprehensive program for the evaluation and encouragement of design in Japan. More than 35,000 awards have been given, and many overseas as well as domestic companies and organizations now participate in the program. The award entitles the item to bear the “G Mark” as a symbol of excellent design.

*A voluntary industry grading system for tires issued by the JATMA. Deeming tires meeting certain criteria for rolling resistance and wet grip to be fuel-efficient tires, the system rates them according to level.