

# NEWS RELEASE



**THE YOKOHAMA RUBBER CO., LTD.**  
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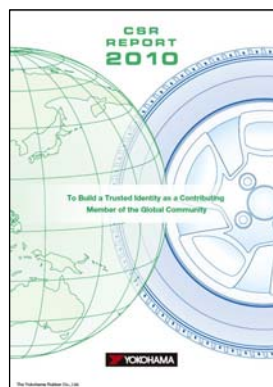
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## English Version of “CSR Report 2010” is Published

Tokyo – The Yokohama Rubber Co., Ltd., published on October 6 (Wednesday) an English-language version of its “CSR Report 2010.” The English report is a translation for overseas readers of the 32-page Japanese “CSR Report 2010” released in September and is downloadable as a PDF file from a special website: “Environment & Social Activities” ([http://www.yrc-pressroom.jp/env\\_en/index.shtml](http://www.yrc-pressroom.jp/env_en/index.shtml)). CSR reports from each production site and affiliate were also shown on October 29 (Friday).

Behind the Yokohama Rubber Group’s CSR management is a clear vision, the desire “to build a trusted identity as a contributing member of the global community.” To illustrate that commitment in an easy-to-understand manner, the report, as it did last year, includes special sections – “Contributing Positively to the Environment through Craftsmanship” and “What Should Yokohama Rubber Do to Build a Trusted Identity within Society?” – featuring specific examples, thoughts and attitudes of employees directly involved. The report also highlights topics of particular importance to Yokohama, including the “YOKOHAMA Forever Forest” project being carried out around the world, and “Medium to Long-range CSR and Environmental Plans and State of Progress in FY2009.”

Under a basic policy of asserting world-class strengths in technologies for protecting the environment, as stated in its “Medium-range Management Plan: Grand Design 100 (GD100),” the Yokohama Rubber Group is endeavoring to apply “global environmental management” – consistent, high-level environmental management in all operations worldwide. In order to convey these efforts to stakeholders around the world, English versions of CSR reports have been issued since 2007 (then called “Environmental and Social Report 2007”). With publication of the 28-page “Sustainability Report 2009” in July 2010 by Yokohama Tire Philippines, Inc., overseas group companies began sending out information on their own activities in the countries/regions where they are located.



*Cover of English-language CSR Report 2010*