

NEWS RELEASE



THE YOKOHAMA RUBBER CO., LTD.
36-11, Shimbashi 5-chome, Minato-ku,
Tokyo 105-8685, Japan

December 1, 2010
For immediate release

Contact:
Corporate Communications Dept.
Phone: 81-3-5400-4531
Fax: 81-3-5400-4570

Yokohama Rubber Issues Biodiversity Guidelines

Tokyo - The Yokohama Rubber Co., Ltd., has formulated Guidelines for the Preservation of Biodiversity, as part of its commitment to protecting the global environment. That commitment already includes actions to combat global warming and to contribute to building a sustainable recycling society.

With the United Nations having declared 2010 the International Year of Biodiversity (IYB), the tenth meeting of the Conference of the Parties to the Convention on Biological Diversity (COP 10) was held this October in Nagoya City, Aichi Prefecture, Japan. Japan's Basic Law on Biodiversity was enacted in June 2008. In 2009 the Japan Business Federation issued "Declaration of Biodiversity and Action Policies," and the Ministry of the Environment issued Guidelines for Private Sector Engagement in Biodiversity.

As both a good corporate citizen and as a manufacturer active around the globe, Yokohama Rubber supports these efforts and has formulated its own guidelines to promote preservation of biodiversity throughout the company. Hereafter, with awareness of the potential effects of their business activities on biodiversity, all of Yokohama Rubber's group companies will work in accordance with the guidelines, together with companies in their supply chains and with their local communities.

Guidelines for the Preservation of Biodiversity

<Basic Policy>

Recognizing that our business depends on the bounty of nature and that biological diversity in the ecosystems that produce the benefits we enjoy is quickly disappearing on a global scale, we endeavor to preserve biodiversity through the sustainable use of biological resources in our business activities, and to be good stewards of our planet for the generations to come.

<Action Policies>

(1) Managerial Recognition

Because Yokohama Rubber depends directly on the use of biological resources and is engaged in business activities potentially affecting biodiversity, it understands the importance of biodiversity in nature, the seriousness of the threats currently posed, and will work with a long-term perspective for the preservation of biodiversity.

(2) Employee Participation

With enhanced awareness of our reliance on natural resources, all employees will contribute to the preservation of biodiversity through their work and in their regional communities.

(3) Minimizing Effects

We will be ever conscious of the effects of our business activities on biodiversity and will endeavor to avoid or minimize them.

(4) Supply Chain Efforts

Given that the entire process of resource utilization potentially affects biodiversity, we will endeavor to preserve biodiversity at all locations where resources are harvested, extracted or processed, in cooperation with parties in the local supply chains.

(5) Sustainable Use

Based on the collected information, we will pursue sustainable use of biological resources through technological development and innovation in design and production processes, and efforts to preserve biodiversity in the value chain.

(6) Information Sharing and Communications

We will remain current on information relevant to the preservation of biodiversity and on societal expectations, and will disclose the results of our activities affirmatively. We will promote dialogue and cooperation with and among our stakeholders, including customers, local communities, NGOs and administrators.

Efforts to Protect Biodiversity

(1) Investigations Around Sites

Yokohama Rubber has begun preliminary investigations to determine whether business activities have effects on the natural environments around its business locations (15 in Japan; 15 overseas). Sites adjacent to areas with rich natural environments will identify issues based on the results of the investigations and will take necessary actions.

(2) Efforts to Create Natural Forests

Yokohama Rubber has been carrying out its Yokohama Forever Forest Project since 2007, aiming to plant 500,000 seedlings at domestic and overseas production sites under the guidance of Dr. Akira Miyawaki, professor emeritus of Yokohama National University. In order to ensure that forests are also rich from a biodiversity viewpoint, migratory and newly present birds have been monitored at a selected site since September 2008.

(3) Supply Chain Activities

Yokohama Rubber uses biological resources, including natural rubber and mineral resources. Among them, natural rubber is produced on farms in Southeast Asia, with potential effects on biodiversity in the region. Given the circumstances, Yokohama Rubber will endeavor to preserve biodiversity over the long term, with a global perspective and within the scope of effects of its activities.