

# NEWS RELEASE



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September 9, 2010  
For immediate release

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## **Environmentally Friendly Products for Commercial Vehicles Yokohama Rubber to Exhibit at IAA Commercial Vehicles 2010**

Tokyo - The Yokohama Rubber Co., Ltd., will exhibit at the 63rd IAA Commercial Vehicles show to be held in Hannover, Germany, from September 23 (Saturday) through 30 (Thursday), 2010.

Promoting the global environmental concept “Zenvironment” the goal of which is comprehensive, “new dimensional” environmental performance, Yokohama Rubber markets products that have reduced the use of resources through enhanced durability and improved fuel efficiency. In the European market, Yokohama has been releasing Zenvironment products since 2008 and they have been highly evaluated. At the Hannover show, in addition to the current 104ZR (tires for steer axles and all positions) and the 901ZS (winter tires for steer axles), the prototype 106ZS (for steer axles) and the 107ZL (for steer axles for long-haul operations) will also be shown, together with the RB31, an off-the-road tire for articulated dump trucks used at mining and construction sites. Two retread products - an area generating increasing interest and attention - developed jointly with the Italian tire company Marangoni will also be exhibited.

Yokohama’s tire pressure monitoring system “HiTES” is another product contributing to improved fuel efficiency and driving safety, and it, too, will be displayed.

An IAA show for commercial vehicles is held every two years in Hannover. With 1,300 companies from over 40 countries exhibiting their products and about 250,000 visitors expected, it is considered one of the top automotive events internationally.



Conceptual image of Yokohama exhibition site