

NEWS RELEASE



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YOKOHAMA to Exhibit at Tokyo Auto Salon 2013

Tokyo - The Yokohama Rubber Co., Ltd., announced today that it will participate with an exhibition in the “Tokyo Auto Salon 2013 with NAPAC” to be held from January 11 through 13, 2013 at Makuhari Messe in Japan. YOKOHAMA will showcase its strengths in high-performance tires, as exemplified in the company’s flagship line of “ADVAN” products. Its exhibits will highlight ADVAN’s outstanding handling performance and sports performance.

This time, YOKOHAMA will introduce the “ADVAN Sport V105”, its new tire designed for high-power, premium cars, to highlight the product’s quality driving performance based on the high-level combination of outstanding handling performance and comfortable ride required for premium cars. The exhibits will document YOKOHAMA’s success in winning fitments on an international cast of high-performance cars for the “ADVAN Sport V105”. YOKOHAMA will display the “ADVAN A050” oriented strongly toward gymkhana and other type races as well as the street sports tire flagship “ADVAN NEOVA AD08”. Additional exhibits will include the “ENDLESS TAISAN 911”, which used “ADVAN” to win the championship of the GT300 class in the 2012 SUPER GT series, and a concept car, thus demonstrating the high-performance of YOKOHAMA tire “ADVAN” across the YOKOHAMA booth.

A complete lineup of wheels will be displayed as well, including the high-grade aluminum “A. V. S.” series, the “KREUTZER” series and “ADVAN Racing” wheels for sports cars.



Image of the YOKOHAMA booth