

NEWS RELEASE



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YOKOHAMA to exhibit at 43rd Tokyo Motor Show 2013

Tokyo - The Yokohama Rubber Co., Ltd., announced today that it will participate in the 43rd Tokyo Motor Show 2013, to be held at Tokyo Big Sight in Koto-ku, Tokyo, from November 22 through December 1 (open to the general public from November 23). The exhibit will introduce Yokohama Rubber's concept of "The Science of Tire Grip Performance" and appeal to its advanced technological capabilities and its corporate stance of seeking ever higher grip performance as a key to driving safety. The booth will also introduce Yokohama's forward-looking cutting-edge technologies.

Through its Tokyo Motor Show exhibit, Yokohama Rubber hopes to raise driver understanding of tire grip performance by appealing to its efforts to achieve superior grip performance in all tire categories, from fuel-efficient tires to studless tires. The exhibit will provide explanations of the advanced proprietary technologies that support Yokohama tires' superior grip performance, from compounding technologies that incorporate orange oil and other advances in rubber compounding to a mechanism for enhancing the performance of studless tires on icy surfaces. The exhibit will also introduce the company's technologies for raising the fuel-efficiency performance of tires, an area that has become symbolic of Yokohama Rubber's efforts to develop cutting-edge technologies since 1996.

In addition, the booth will introduce Yokohama technologies contributing to the next-generation of motorization. These proprietary technologies include "fin tires" that employ advances in aerodynamics to reduce vehicle air drag by controlling airflow in the wheel well, auto body design technologies for high strength, ultra-lightweight body components based on Yokohama's development of aircraft components, and adhesive technologies accumulated during development of HAMATITE adhesives that enable the creation of composites made from hard-to-bond dissimilar materials. These technologies are showcased in concrete form in the AERO-Y concept car, an electric vehicle that will be on display at the Yokohama booth.

Launched in 1954, the Tokyo Motor Show is one of the major international motor shows. The previous show, in 2011, attracted 174 automotive industry exhibitors from around the world and about 840,000 visitors.



Image of the Yokohama booth