

# NEWS RELEASE



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## **YOKOHAMA to Exhibit at Russia's InterAuto 2013**

Tokyo - The Yokohama Rubber Co., Ltd., announced today that it will participate in InterAuto 2013, Russia's 9<sup>th</sup> international exhibition of automotive industry, to be held in Moscow during August 28–31. The YOKOHAMA exhibit will feature three core tire brands—the high-performance “ADVAN” line, the environmentally friendly “BluEarth” line, and the winter-safe “iceGUARD” line—while also displaying tires for trucks and buses, and aluminum wheels. The exhibit is designed to further raise awareness in Russia of YOKOHAMA as a comprehensive tire manufacturer and spread the “High-Performance YOKOHAMA” brand image.

The “ADVAN” zone at the show will introduce to Russian car enthusiasts the diverse “ADVAN” line, including the “ADVAN A005” racing tire, the YOKOHAMA's global flagship tire “ADVAN Sport V105”, which is being factory-fitted on many premium automobiles, and the “ADVAN S.T.”, the next-generation of SUV tire. To further appeal to the high-performance of “ADVAN” tires, the exhibit will display some of the racing vehicles and tuned cars that are participating in the Russian motor sports scene with support from YOKOHAMA and our high brand recognition.

The “BluEarth” zone will feature the entire line of “BluEarth” tires available in Russia, including the “BluEarth AE-01”, a fuel-efficient tire for passenger cars that debuted in Russia earlier this year, and the “GEOLANDAR SUV” tire employing “BluEarth” technology. The “iceGUARD” zone will display the brand's core “iceGUARD STUD iG35” and the “iceGUARD STUDLESS iG50” for passenger cars. The display will appeal to the “BluEarth” line's contribution to environmental protection through higher fuel efficiency and the “iceGUARD” lines' high performance on ice and snow, which contributes to safer winter driving. The exhibit will also introduce our truck and bus tires, in particular the “ZEN” line, which emphasizes environmental performance.

Russia is one of the world's largest tire markets, and YOKOHAMA boasts the major local market share among foreign tire manufacturers. The Company's local passenger car tire plant began operations in December 2011 and started operating at full capacity (1.4 million tires a year) this summer. YOKOHAMA is strengthening both its product-supply capabilities and marketing power in Russia in line with the continued expansion of its local sales network.



*Image of YOKOHAMA booth at InterAuto 2013*