

NEWS RELEASE



THE YOKOHAMA RUBBER CO., LTD.

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For immediate release

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Yokohama Rubber Announces Changes in Senior Management

Tokyo – The Yokohama Rubber Co., Ltd., announced today the following changes in senior management responsibilities and the appointment of corporate officers, as decided at the June 25, 2014, meeting of the board of directors. The changes will be effective as of July 1, 2014.

Changes in corporate officers' responsibilities

	<i>New position</i>	<i>Current position</i>
Yasushi Kikuchi	Managing Corporate Officer, Head of Tire Materials Development Div., Head of R&D Center	Managing Corporate Officer, Head of Tire Technical Development Div., Head of R&D Center
Hirohisa Hazama	Corporate Officer, Chief Quality Assurance Officer	Corporate Officer, Chief Quality Assurance Officer, Head of Industrial Products Quality Assurance Div.
Masataka Yamaishi	Corporate Officer, Acting Head of Corporate Planning Div., Assistant to Head of Tire Business Planning Div., Head of Corporate Planning Dept., President of Acty Corporation	Corporate Officer, Acting Head of Corporate Planning Div., Head of Corporate Planning Dept., President of Acty Corporation

Appointment of corporate officers

	<i>New position</i>	<i>Current position</i>
Kazuya Nakazawa	Corporate Officer, President of Yokohama Industrial Products Japan Co., Ltd.	Associate Corporate Officer, President of Yokohama Industrial Products Japan Co., Ltd.
Koichi Tsuruno	Corporate Officer, President of Yokohama Tire Manufacturing (Thailand) Co., Ltd., President of Yokohama Asia Co., Ltd.	Associate Corporate Officer, President of Yokohama Tire Manufacturing (Thailand) Co., Ltd., President of Yokohama Asia Co., Ltd.