

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, as decided at the August 8, 2014, meeting of the board of directors. The changes will be effective as of October 1, 2014.

Changes in directors' responsibilities

	<i>New position</i>	<i>Current position</i>
Hikomitsu Noji	President and Representative Director, President of Tire Business	President and Representative Director, CEO of Yokohama Tire Corporation, CEO of Yokohama Corporation of North America
Hideto Katsuragawa	Director and Managing Corporate Officer, Chief Tire Marketing Officer, Head of O.E. Tire Sales & Marketing Div., President of Yokohama Continental Tire Co., Ltd.	Director and Managing Corporate Officer, Head of Tire Business Planning Div., Head of Tire Logistics Div.
Tetsuya Kuze	Director and Managing Corporate Officer, Chief Tire Technical Officer	Director and Managing Corporate Officer, Chief Tire Technical Officer, Head of Consumer Tire Development Div.

Changes in corporate officers' responsibilities

	<i>New position</i>	<i>Current position</i>
Hirohiko Takaoka	Managing Corporate Officer, President of Yokohama Tire Japan Co., Ltd.	Managing Corporate Officer, in charge of Domestic Replacement Tire Sales, President of Yokohama Tire Japan Co., Ltd.
Takaharu Fushimi	Managing Corporate Officer, CEO of Yokohama Corporation of North America	Managing Corporate Officer, Head of O.E. Tire Sales & Marketing Div., President of Yokohama Continental Tire Co., Ltd.

Masataka Yamaishi	Corporate Officer, Acting Head of Corporate Planning Div., Assistant to President of Tire Business, Head of Corporate Planning Dept., President of Acty Corporation	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
Yasuhiro Kurokawa	Corporate Officer, Head of Domestic Replacement Tire Sales Div.	Corporate Officer, Vice President of Yokohama Tire Japan Co., Ltd.
Masaki Noro	Corporate Officer, Head of Consumer Tire Development Div., President of Yokohama Motorsports International Co., Ltd.	Corporate Officer, Acting Head of Consumer Tire Development Div., Head of Consumer Tire Product Planning Dept., President of Yokohama Motorsports International Co., Ltd.