

# NEWS RELEASE



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## **Yokohama Rubber to Exhibit at Moscow International Automobile Salon 2014**

Tokyo - The Yokohama Rubber Co., Ltd., announced today that it will participate in Moscow International Automobile Salon 2014, to be held in Moscow, Russia during August 27–September 7. The YOKOHAMA exhibit will feature the company's the global flagship tire brand "ADVAN" and the winter tire brand "iceGUARD", as it promotes the "High-performance YOKOHAMA" image.

Demand for winter tires is particularly strong in Russia's tire market. Consequently, the YOKOHAMA will make a strong appeal to the "iceGUARD" line's superior performance on ice and snow, introducing the "iceGUARD STUD iG55", a new stud tire for passenger cars in Northern Europe and Russia, and the "iceGUARD STUDLESS iG50", also for passenger cars. The new "iceGUARD STUD iG55" realizes a ninja-like performance, and the exhibit will highlight the product's highly dependable Japanese technologies.

Featured "ADVAN" tires will include the "ADVAN Sport V105", the global flagship tire that has been adopted as original equipment on many premium cars, as well as the "ADVAN NEOVA AD08R", a street sport tire. Taking advantage of the YOKOHAMA brand's strong name recognition in motor sports circles, the exhibit will include a racing cart popular with children, as well as a racing car and a tuning car. Visitors to the exhibit should come away with a very strong impression of YOKOHAMA's active and widespread support of motor sports, including racing cart events. The exhibit will also include a demonstration that will provide visitors with a hands-on experience of the positive effect of YOKOHAMA's proprietary Orange Oil compounding technology, as part of its appeal to the advanced technologies found in YOKOHAMA tires.

Russia is one of the world's largest tire markets, and Yokohama Rubber boasts the top local market share among foreign tire manufacturers. In December 2011, Yokohama Rubber became the first Japanese tire maker to start operating a local passenger car tire plant in Russia. This autumn the plant will increase its annual production capacity to 1.6 million tires. Meanwhile, Yokohama Rubber 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 the YOKOHAMA booth*