

NEWS RELEASE



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Yokohama Rubber to Exhibit at Tokyo Auto Salon 2015

Tokyo - The Yokohama Rubber Co., Ltd., announced today that it will participate in Japan's annual celebration of the custom car, the "Tokyo Auto Salon 2015 with NAPAC" to be held January 9-11 at Makuhari Messe. The YOKOHAMA exhibit will showcase the high performance of the company's global flagship brand of "ADVAN" tires, with a special focus on further penetrating the dress-up user market and enhancing the brand's appeal to younger drivers. The exhibit will also feature YOKOHAMA aluminum wheels, popular with drivers who like to dress up their rides.

The exhibit's tire booth will highlight several core products in the "ADVAN" lineup, including the "ADVAN Sport V105," which is targeted at high-power premium cars and has been selected as original equipment on several of the world's leading high-performance cars. The street sports tire "ADVAN NEOVA AD08R" and the premium comfort tire "ADVAN dB" will also be prominently displayed. The exhibit will also feature several foreign and Japanese demo cars that will provide a visual presentation of how ADVAN tires can help dress up a custom car. During the three-day event, the exhibit will host two guest talk shows. The first (January 10, 14:00-14:30) will feature two racing team directors - Ukyo Katayama and Masahiko Kondo - whose teams compete in the SUPER GT with ADVAN-equipped cars. The second (January 11, 14:00-14:30) will feature popular race car drivers Manabu Orido and Nobuteru Taniguchi, who will provide first-hand accounts of how the high-performance of ADVAN tires contributed to their victories in some of the leading races in Japan. Team director Katayama and driver Taniguchi are members of GOODSMILE RACING with Team UKYO, which recently captured the drivers championship in the GT300 class of the SUPER GT 2014 series.

The exhibit's wheel booth will display new sizes for the "AVS Model F50" aluminum wheel, which debuted in 2014, and new colors of the "ADVAN Racing GT Premium Version," a special spec version of "ADVAN Racing GT," the flagship model in YOKOHAMA's lineup of aluminum wheel for sports cars. Several other new offerings in the "ADVAN Racing" series of aluminum wheels for sports cars will also be debuted at the Tokyo Auto Salon.

Tokyo Auto Salon has been held every year since 1983. In 2014, the event featured 428 exhibiting companies and drew more than 296,000 visitors.



Image of the YOKOHAMA tire booth



*YOKOHAMA aluminum wheel booth
(Tokyo Auto Salon 2014)*