

NEWS RELEASE



THE YOKOHAMA RUBBER CO., LTD.

36-11, Shimbashi 5-chome, Minato-ku,
Tokyo 105-8685, Japan

December 26, 2014
For immediate release

Contact:
Corporate Communications Dept.
Phone: 81-3-5400-4531
Fax: 81-3-5400-4570

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 December 26, 2014, meeting of the board of directors. The changes will be effective as of January 1, 2015.

Changes in directors' responsibilities

	<i>New position</i>	<i>Current position</i>
Hikomitsu Noji	President and Representative Director	President and Representative Director, President of Tire Business
Fumio Morita	Director and Managing Corporate Officer, Head of Corporate Social Responsibility Div., in charge of Sports Business Planning Dept., President of PRGR Co., Ltd., in charge of Yokohama Motorsports International Co., Ltd.	Director and Managing Corporate Officer, Head of Corporate Social Responsibility Div., in charge of Sports Business Div., and Yokohama Motorsports International Co., Ltd.
Hideto Katsuragawa	Director and Managing Corporate Officer, President of Tire Business, Chief Tire Marketing Officer, Head of O.E. Tire Sales & Marketing Div., President of Yokohama Continental Tire Co., Ltd.	Director and Managing Corporate Officer, Chief Tire Marketing Officer, Head of O.E. Tire Sales & Marketing Div., President of Yokohama Continental Tire Co., Ltd.