

# NEWS RELEASE



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## **Yokohama Rubber to Exhibit at Auto China 2014**

Tokyo – The Yokohama Rubber Co., Ltd., announced today that it will participate in Auto China 2014, to be held in Beijing from April 20 (press day) through April 29. The Company's exhibit will appeal to the joy of driving with the safety of the superior grip performance provided by YOKOHAMA tires.

The YOKOHAMA booth will introduce visitors to the Company's compounding technologies, with a focus on its proprietary Orange Oil, the key to YOKOHAMA tires' superior grip performance. The booth will highlight YOKOHAMA's compounding technologies' ability to enhance the grip performance of tires in every category, from high-performance tires to fuel-efficient tires.

The exhibit also will showcase a wide variety of YOKOHAMA tires using the Orange Oil, including the "ADVAN" global flagship brand's "ADVAN Sport V105" for high-performance premium cars and the "ADVAN NEOVA AD08R" for street sports car as well as the "BluEarth AE-50" (global product name "BluEarth-A"), a new fuel-efficient tire launched in the Chinese market in March 2014, and the "GEOLANDAR SUV" for sports utility vehicles. The YOKOHAMA exhibit will also highlight its tires' adoption as original equipment on new premium car models from Mercedes-Benz, Porsche, and other leading global carmakers.

Visitors to the YOKOHAMA booth will also be able to see the Toyota 86, a tuning car with a strong following in China, and experience the thrill of race-car driving by playing the *Gran Turismo 6* real racing simulator, which was developed with technical assistance from Yokohama Rubber. Also the YOKOHAMA booth will introduce visitors to the long corporate history of Yokohama Rubber, which is approaching the 100<sup>th</sup> anniversary of its founding in 1917.

Internationally prestigious auto shows are staged in China every year, with the venue alternating between Beijing and Shanghai. Last year, at Auto Shanghai 2013, about 2,000 companies from 18 countries and regions exhibited their products and technologies to about 813,000 visitors.



*Image of the YOKOHAMA booth*