

NEWS RELEASE



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Yokohama Rubber to Hold Event

Introducing Chelsea FC Captain John Terry to Fans in China

Tokyo – The Yokohama Rubber Co., Ltd., announced today that it will be holding an event in Shanghai on March 21 at which Chinese football fans will be able to meet John Terry, the captain of the Barclays Premier League Champions Chelsea Football Club, with which Yokohama Rubber entered into a partnership agreement last year. The event will feature a football clinic for local high school players, followed by a press conference and an interview/talk show with the Chelsea team captain.

Yokohama Rubber is excited at the opportunity to stage an enjoyable event for fans of YOKOHAMA as well as for Chelsea FC fans and expects the event will enhance the recognition of YOKOHAMA in the huge Chinese market. Details about the event itself are posted on Yokohama Tire Sales (Shanghai)'s corporate website (<http://www.yokohamatire.cn/News-themes-type-26-id-2592.html>).

As captain of the Blues, Terry has played 700 games for Chelsea, leading the team to championships in the UEFA Champions League, the UEFA Europa League, the Barclays Premier League, the FA Cup and the League Cup.

Seeking to raise global awareness and sales of its YOKOHAMA brand, Yokohama Rubber in February 2015 concluded a five-year partnership agreement with Chelsea FC, which enjoys the support of legions of fans around the world. Chelsea FC first team members are now competing in the Barclays Premier League, UEFA Champions League, and various domestic competitions wearing the new Adidas kit bearing the YOKOHAMA TYRES logo.



Event poster