

NEWS RELEASE



THE YOKOHAMA RUBBER CO., LTD.
36-11, Shimbashi 5-chome, Minato-ku,
Tokyo 105-8685, Japan

March 28, 2016
For immediate release

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

Yokohama Rubber Enhances Corporate Website's Multilingual Capabilities

Tokyo – The Yokohama Rubber Co., Ltd., announced today that as of March 28 it has enhanced the multilingual capabilities of the corporate website administered by the Company's head office in Tokyo. In addition to its existing English and Japanese versions, the website now includes webpages in Spanish, French, Chinese, Arabic, Thai, Korean, Russian, Indonesian, and German. Users can now access YOKOHAMA corporate information in the language of their choice by selecting from the languages listed on the toolbar at the top of the YOKOHAMA global website (<http://www.y-yokohama.com/global/>).

Yokohama Rubber continues to expand its global network. In 2015, the Company established an automotive hose assembly plant in Mexico and brought on line a new tire plant in Mississippi, USA. The Company now has manufacturing plants in 12 countries and areas, to provide its products to countries around the world. The Yokohama Rubber corporate website has seen a sharp increase in global access since the Company entered into a partnership with the Barclays Premier League champions Chelsea Football Club last July. Considering this growing global interest, the Company decided to supplement the information provided in local languages by its subsidiaries in various countries with news and information from the parent company in as many languages as possible. This new initiative is part of Yokohama Rubber's plan to become a more global enterprise and expand sales worldwide by gaining the understanding and confidence of consumers in the many countries where it conducts business.



Yokohama Rubber's Thai corporate information webpage