

# NEWS RELEASE



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## **Yokohama Rubber Unveils Fresh Visual Appeal with Chelsea FC 2016-17 Season Kit**

Yokohama Rubber has unveiled a new advertising visual that features players from the Chelsea Football Club of the Barclays Premier League adorned in the team's new kit for the 2016–17 season. Yokohama Rubber entered into a partnership agreement with Chelsea FC in 2015. The new ad's visual theme—"Aim High – Strive for success"—expresses the goal of all Yokohama Rubber Group companies. The new visual will be used around the world in all Yokohama Rubber-related Chelsea items (including internet, SNS, and in-store tools).

The new shirt focuses on simple elegance and tradition, with classic blue with white detailing; featuring a new side adidas three stripe execution and a classic V-neck collar with a fitted collar tape. The lead design feature takes its inspiration from the heart of the club crest with tonal lions adorning the sleeves and jersey front. The YOKOHAMA TYRES logo will be proudly displayed across the jersey chest.

Founded in 1905, the Chelsea FC is one of the Premier League's most prestigious clubs. The Blues have captured the Premier League title five times and won seven FA Cups and two UEFA Cup Winners' Cups, the UEFA Champions League in 2012, and the UEFA Europa League in 2013, making Chelsea the only U.K. club to win all three of the UEFA's major club competitions.

Founded in Japan in 1917, Yokohama Rubber is a comprehensive global tire and rubber manufacturer headquartered in Tokyo. In addition to being a comprehensive maker of tires, including tires for passenger cars, trucks and buses, and construction machinery, Yokohama Rubber produces and markets a wide range of rubber products, such as automotive hoses and conveyor belts as well as marine hoses. The Company operates 14 tire plants in eight countries around the world and employs about 22,000 people globally. Its consolidated sales in fiscal year 2015 (ended December 31, 2015) totaled ¥629.9 billion.

Yokohama Rubber aims to raise global awareness of its YOKOHAMA TYRES brand as it seeks to expand sales around the world. As global player in its field, Yokohama Rubber, like a major sports team, is constantly refining the skills and techniques of its employees who, like athletes, work together as a team to engage in wholesome competition with rivals from around the world. With this shared sense of working as a team to meet challenges from competitors, Yokohama Rubber was eager to partner with the Chelsea FC, another world-class organization with a worldwide fan base. Yokohama Rubber and the Chelsea FC in February 2015 thus entered into a five-year partnership commencing with the start of the 2015–16 season in July 2015.



New visual advertising features Chelsea FC players in the new shirt



A close-up of the new shirt