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For immediate release

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Yokohama Rubber starts new SNS movie series featuring Chelsea FC players

Tokyo—The Yokohama Rubber Co., Ltd., announced today that on 31 March it began SNS distribution of a new series of short movies featuring players from the Chelsea Football Club of England’s Premier League. The new series consists of five short movies that will be gradually released with subtitles in 12 languages, starting with English and Japanese and followed by releases in German, French, Italian, Spanish, Portuguese, Arabic, Thai, Indonesian, Vietnamese, and Mandarin Chinese. The first two movies in the series have already been posted on the Chelsea FC, YOKOHAMA × Chelsea FC, and Yokohama Rubber’s official SNS sites. Going forward, a new movie in the series will be posted every two weeks.

The new short movies will have five themes—POWER, SPEED, TRUST, ENDURANCE, and INNOVATION, with each theme linking the skills of a Chelsea player with Yokohama Rubber’s attitude toward the manufacturing of products with the highest quality and performance characteristics. The theme of the first short movie is POWER, and therefore appropriately features the powerful striker Diego Costa, a key component in Chelsea FC’s ability to break through its competitors’ defenses. The movie introduces YOKOHAMA’s “GEOLANDAR” tires for SUVs, which deliver excellent rides on any road surface and demonstrate YOKOHAMA’s spirit of challenging the most difficult conditions. The theme of second movie is SPEED, exemplified by Chelsea midfielder Willian and YOKOHAMA’s global flagship “ADVAN” brand, which is one result of YOKOHAMA’s endeavors to develop tires well-suited to the demands of motorsports and delivers superior high-speed performance on street sports cars.

Aiming to enhance its corporate image and brand recognition on a global scale, Yokohama Rubber entered into a partnership agreement with Chelsea FC in July 2015. Chelsea FC is presently at the top of the Premier League standings for the 2016/17 season, which should help the new short movie series enhance Yokohama Rubber’s global presence.



Striker Diego Costa (left) and midfielder Willian as featured in the POWER and SPEED short movies

<SNS and Websites on which the new short movie series can be viewed>

■ Chelsea FC official SNS

Facebook : <https://www.facebook.com/ChelseaFC/>

Twitter : <https://twitter.com/chelseafc>

■ YOKOHAMA ×Chelsea FC official SNS

Facebook: <https://www.facebook.com/YOKOHAMACFC/>

Twitter: <https://twitter.com/yokohamacfc>

Instagram: <https://www.instagram.com/yokohamachelseafc/>

■ Yokohama Rubber official SNS

Facebook: <https://www.facebook.com/YokohamaRubber>

Twitter: https://twitter.com/YRC_Global

YouTube: <http://www.youtube.com/TheYokohamaRubber>

■ 90MiN (Global digital football media) official SNS, Website

Facebook: <http://www.facebook.com/90minFootball/>

Website: <http://www.90min.com/>

* The short movies will also be posted on the official SNS and websites of Yokohama Rubber Group companies around the world.