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For immediate release

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Yokohama Rubber Achieves Goal of 100% Environmentally Friendly Product Portfolio

Tokyo – The Yokohama Rubber Co., Ltd., announced on February 16 that it has achieved a core corporate goal—a 100%* weighting for environmentally friendly products in the Company's overall product portfolio. Yokohama Rubber established this goal back in FY2006 with the aim of minimizing its products' impact on the environment and endeavored to achieve the goal by the end of FY2017.**

One of the basic policies of the Company's previous medium-term management plan—Grand Design 100 (GD100), initiated back in FY2006 and concluded at the end of FY2017—was to "Assert world-class strengths in technologies for protecting the environment." The Company's effort to make its entire product portfolio environmentally friendly was one of the concrete actions taken to fulfill that policy. Certification as an environmentally friendly product is an in-house process based on the evaluation of four environmental functions that have relevancy from the material procurement stage to disposal and recycling: (1) prevention of global warming, (2) resource recycling, (3) resource conservation, and (4) safety and comfort. All new products must achieve an average score for the four guideline functions at least 5% higher than the existing product and must not go below the existing product in any of the four guideline functions. If those guidelines are not met, the product will not be placed on the market. Prior to the launch of GD100, Yokohama Rubber's product portfolio had an environmentally friendly product weighting of 40% in FY2005, but the weighting rose steadily thereafter, reaching 70% in FY2009 and surpassing 90% in FY2012.

Having achieved the goal of a 100% environmentally friendly product portfolio and regarding environmental protection as an important corporate responsibility, Yokohama Rubber will continue its efforts to minimize its products' environmental impact by developing even more environmentally sound products.

* Excluding some products manufactured by YRC on consignment basis

** Yokohama Rubber changed its fiscal year from end-March to end-December in 2011. Fiscal years prior to that change noted above, i.e. FY2005, FY2006 and FY2009, ended in March of the shown year, while other fiscal years ended in December of the shown year.



The fuel-efficient BluEarth-air EF21, launched on December 5, 2017, is about 25% lighter than YOKOHAMA's usual high-quality, mass-produced tires, contributing to improved fuel economy and resource conservation.