



YOKOHAMA Forever Forest Project Unified Regional Tree Planting Activities

About 51,900 Trees Planted at Six Domestic Production Sites

Under the YOKOHAMA Forever Forest project, as of August 2008, tree-planting ceremonies had been staged at six production sites across the country. With Yokohama Rubber employees and their families, residents, administration- and school-related parties from the local communities present, the ceremonies were carried out as unified regional activities as a part of measures to combat global warming. The total number of planted trees so far is about 51,900. Similar events will be staged in due course at overseas production sites, with 500,000 trees eventually planted, both domestically and abroad.



“YOKOHAMA Forever Forest” Project

Launched in 2007, the “YOKOHAMA Forever Forest” project is creating forests at production sites in Japan and around the world, in anticipation of the company’s 100th anniversary in 2017. Under the close guidance of Dr. Akira Miyawaki, biologist and professor emeritus of the Yokohama National University, we will create “native forests” matched to indigenous soil and climate in the specific area, which will be able to flourish for the next hundred or even thousand years. In addition, with the aim of creating an “own-grown forest,” the employees of the Yokohama Rubber Group are taking the initiative, together with their families and volunteers from the local community, in all phases of the project, including gathering seeds (e.g., acorns), growing seedlings in pots, and preparing locations for planting.

Tree plantings

	Participants	Planted trees
Hiratsuka Factory	3,500	27,000
Mie Plan	800	5,500
Nagano Plant	480	2,500
Onomichi Plant	310	4,300
Mishima Plant	600	8,800
Ibaraki Plant	560	3,800
Total	6,250	51,900

Sites where ceremonies are planned

- Shinsiro Plant
- Yokohama Tire Corporation
- Yokohama Tire Philippines, Inc.
- Hangzhou Yokohama Tire Co., Ltd.
- Yokohama Tire Manufacturing (Thailand) Co., Ltd.
- Yokohama Tire Vietnam Inc.
- Suzhou Yokohama Tire Co., Ltd.
- YH America, Inc.
- SAS Rubber Company
- Yokohama Rubber (Thailand) Co., Ltd.
- Yokohama HAMATITE (Hangzhou) Co., Ltd.
- Yokohama Hoses & Coupling (Hangzhou) Co., Ltd.
- Shandong Yokohama Rubber Industrial Products Co., Ltd.
- SC Kingflex Corporation

1. First tree-planting ceremony under the project, with 3,500 participants (Hiratsuka Factory); 2. Dr. Miyawaki (right) explains how to plant trees, with President Nagumo (center) (Hiratsuka Factory); 3. Aichi EXPO’s mascot characters Morizo and Kikkoro participate (Mie Plant); 4. Chinese character “forest” formed by participants (Mishima Plant); 5. Japanese drum performance at the Goodwill Festival, staged together with the tree-planting ceremony (Nagano Plant); 6. A father and his children take part together (Hiratsuka Factory); 7. Tree planting on a difficult slope (Nagano Plant); and 8. Small children were also brought along (Mishima Plant).

Activities of Overseas Group Companies

Yokohama Tire Philippines, Inc.

In addition to planting trees on the premises, we join in tree-planting activities undertaken by government-related bodies, NGOs, and the military. We also actively participate in local activities, including firefighting and recycling events. We have continued donating obsolete equipment, drums and pallets that can be recycled into desks and chairs, scrap tires usable as planters, and other recyclable resources to local primary schools and communities.



Employees plant trees on-site



Employees participate in firefighting event

SC Kingflex Corporation (Taiwan)

SC Kingflex Corporation called on other companies within its industrial park to join it in building a mausoleum to the local god of the land. We also clean the streets leading to the mausoleum when festivals are held. Since 2002, we have donated 30,000 yuan annually to local primary schools for environmental education.



Cleaning the streets leading to the mausoleum

Yokohama Tire Corporation (Virginia)

We voluntarily carry out local cleanup activities – three times already, since March 2008. In October 2007, a box to collect aluminum cans for recycling was set up in the plant, and, from the proceeds, we have donated about 130 dollars monthly to the construction of houses for low-income residents.



Voluntary cleanup

Hangzhou Yokohama Tire Co., Ltd. / Yokohama HAMATITE (Hangzhou) Co., Ltd. (China)

Hangzhou Yokohama Tire Co., Ltd., regularly cleans a two-kilometer-long area around the plant. Yokohama HAMATITE (Hangzhou) Co., Ltd. – located in the same region – has also started regular cleanup activities around its plant.



Cleaning around the plant (Hangzhou Yokohama Tire Co., Ltd.)

Yokohama Rubber (Thailand) Co., Ltd.

We visit homes for mentally disabled and Down syndrome children, and donate money for their operation. We also donate extra materials, equipment and machinery helpful to education, to local schools.



Visiting a local school

YH America, Inc. (Kentucky)

At an Earth Day festival in 2008, we donated a total of 1,500 seedlings to local elementary school children. The children took them back home and planted them as remembrances of the day.



Elementary school children holding gift seedlings

Yokohama Tire Manufacturing (Thailand) Co., Ltd.

We continually make donations to local elementary schools and temples, we donate waste tires to protect coral, and we create picture books for children to help them understand the importance of environmental protection.



Picture books for children