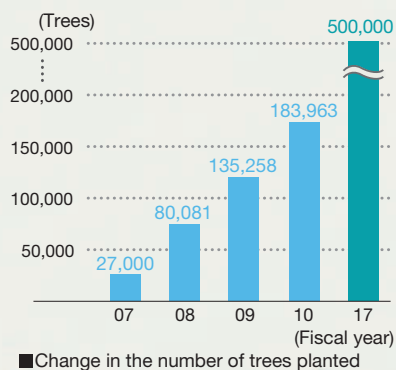


YOKOHAMA FOREVER FOREST PROJECT

Here, we are introducing our YOKOHAMA Forever Forest Project expanding all over the world thanks to our employees and numerous numbers of local residents.

Purposes and Plans

The YOKOHAMA Forever Forest project aims to plant 500,000 seedlings mainly in both our domestic and overseas production sites by the fiscal year of 2017 to commemorate our 100th anniversary of our establishment. We have completed our planting work with 68,000 trees in domestic sites along with 115,000 trees overseas by the end of the fiscal year of 2010. Thirty-seven percent of the target has been achieved so far. We are planning to plant about another 50,000 trees in the fiscal year of 2011, hoping to achieve 230,000 trees, which is 46 % of the target by then. This project was initiated in 2007 when our Hiratsuka Factory started planting trees. By creating a forest at our factories located all over the world, we are aiming that our sites themselves become entities which are contributing to the preservation of the global environment by absorbing CO₂, air purification, and creating a desirable environment for birds and insects to live. Also, through this project, we hope to raise the awareness of the participants for the environment, the formation of fire prevention and forests to preserve the environment, contributing to deter global warming, and maintenance of biodiversity.



Features

The features of YOKOHAMA Forever Forest Project are as follows.

▶ Miyawaki Method

We are conducting this project under the guidance of Dr. Akira Miyawaki, Plant Ecologist and Emeritus Professor of Yokohama National University. The Miyawaki method is different from general tree planting; its uniqueness is to plant thickly as close as possible to natural forest by nurturing tree species or a wide variety of seedlings peculiar to the land. Both our domestic and overseas offices have taken up this method to grow forest in their respective areas.

▶ Creating their own Forest

Starting from nurturing soil, collection of acorns, creation of seedlings in a pot, and so on, most of the work is done by our own employees and the ratio of our own seedlings has become 70% so far. Also, the seedlings nurtured on our own are not just to plant around the production sites but are also provided free of charge to municipal governments, schools, other companies, and many more. We have provided as many as approximately 40,000 trees in the fiscal year of 2010.

▶ Forest Creation by our Employees and Local Residents

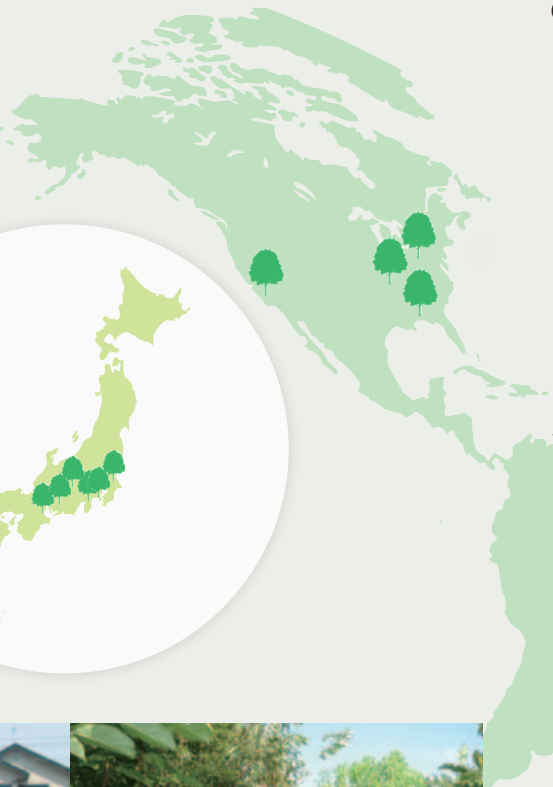
This project has been expanding at our various production sites located all over the world being conducted by our employees and local residents. In the fiscal year of 2010, a total about 5,600 people, including our employees, their family members, and local residents participated in this tree planting session.



Tree Planting in Shinshiro Plant with the Miyawaki Method



Participants of Yokohama Tire Corporation Salem Plant



Orientation by Dr. Miyawaki prior to Tree Planting



Dr. Miyawaki is explaining by incorporating some humor to get across the intention of tree planting to the participants.

Providing our own Seedlings



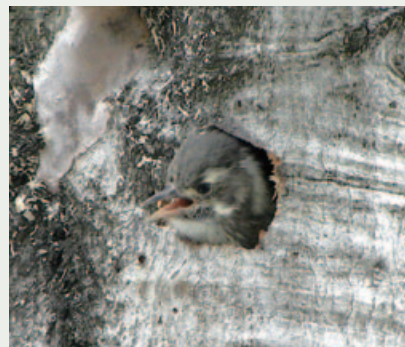
Five thousand three hundreds seedlings were donated to a social welfare corporation (Hiratsuka Factory).

Monitoring of CO₂ Absorption



By measuring the thickness and the height every half year since April 2009, we monitor the amount of CO₂ absorbed by the trees.

Observation of Wild Birds



A baby kogera bird (a kind of woodpecker) being born in our Hiratsuka Factory observed by our Wild Bird Observation Club.



The planted seedlings have grown into about three meters in three years

Evaluation after Tree Planting

Our Hiratsuka Factory is conducting the monitoring of CO₂ absorption and fixed amounts, and also the observation of various wild birds.

Since trees by their nature fix CO₂ inside in their trunks, we can obtain data on CO₂ absorption and fixed amounts by measuring the diameter or height of the trunk and its condition of growth. We conducted four surveys by the end of November of 2010 to observe its absorption and fixed amount.

Also, for the observation of wild birds we are conducting once a month from the perspective of the preservation of biodiversity, we have invited an expert from Komatan, a bird watching group, as an instructor under the initiative of the voluntary member of our employees Wild Bird Observation Club. Currently, the number of species of wild birds flying in the area has increased to 41 (12 species in September of 2008); our employees are enjoying conducting this observation together with their local residents.

Imparting Yokohama Rubber's Know-hows to the World by Turning Risks into Opportunities



**Dr. Akira Miyawaki
Plant Ecologist**

I am strongly reminded that technology does come with various risks through the recent Great Earthquake. The highest technology refers to how to reduce such risks to zero. Yokohama Rubber is conducting creation of forests for our lives both in its domestic and overseas sites, which must be inherited in our future by preserving all our precious residents' lives. I expect from the bottom of my heart in 2011, not just their further forestation, but that they continue to manufacture products surely with the highest technology with zero risks, so that every single one of their plants will develop into a role model among manufacturing industries all over the world.

Note: The entire description is contained on our website.

