Since its establishment in 1917, The Yokohama Rubber Co., Ltd. (YRC) has introduced numerous products including tires, industrial products and golf products. We have subsequently grown into a global company even as we have witnessed and overcome a myriad of changes in Japanese society, from the Great Kanto Earthquake, World War II, the 1964-65 recession, and the oil shock, to the burst of the Japanese real estate-driven “bubble” economy, the Lehman shock, and more.

On the occasion of our 100th anniversary, officially October 13th, 2017, we are pleased to present a new vision to mark the launch of our next century of growth and of working for an affluent future for people around the world.

100th Anniversary Logo
The five red line motif represents the YOKOHAMA identity in a dynamic shape indicating the Company’s spirit of moving strongly forward into the future. The interlinked 0s represent the mutual respect and spirit of cooperation between the Company, its markets, and everyone related to YOKOHAMA as we move forward together to create the next 100 years.

Top Message
Since its establishment in 1917, The Yokohama Rubber Co., Ltd. (YRC) has introduced numerous products including tires, industrial products and golf products. Intent on enriching and contributing to the lives of every customer as well as society as a whole, YRC is investing all of its energies in all production, sales and technology development processes. This is an ongoing process within the YOKOHAMA Group both in Japan and across the globe.

We must earn an even more solid reputation worldwide in order to achieve further growth as a global company. In doing so, corporate value could well be considered the most concrete benchmark.

I believe that the mission of a manufacturer is to “deliver the best products at competitive prices and on time,” which will in turn contribute to enhancing our corporate value. Needless to say, the foundation for this mission requires the utmost attention to “safety” and the “environment.”

We will imbue the leading technologies of every era with the passion of each and every member of the YOKOHAMA Group and contribute to the greater happiness and well-being of individuals, society and the world.
Grand Design 100 Medium-Term Management Plan

We launched the medium-term management plan Grand Design 100 in 2006 as a roadmap for the 12 years to our centennial in 2017. The plan comprises four three-year phases. Two thousand fifteen is the first year of the concluding phase of Grand Design 100.

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**Theme:**

**All for Growth**

Focusing our energy on growth

We will work in Phase IV to resolve issues that have arisen during the first three phases, to culminate Grand Design 100 on a positive note, and to set the stage for new progress in our company’s second century. Our work in the first three phases of Grand Design 100 fostered growth momentum and growth potential in individual units and in our organization overall. In Phase IV, we will strive to consolidate that momentum and potential with an eye to attaining annual net sales of ¥770.0 billion, annual operating income of ¥80.0 billion, and operating profit margin of 10.4% by 2017.

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**Long Term Financial Targets**

*(year to December 31, 2017)*

- Net sales: ¥1 trillion
- Operating income: ¥90.0 billion
- Operating profit margin: 10%

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**Basic Policy**

Deliver the best products at competitive prices and on time

Assert world-class strengths in technologies for protecting the environment

Foster a customer-oriented corporate culture that honours rigorous standards of corporate ethics

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**Basic Approach in Phase IV**

- **Maximize Customer Value and Expand Our Global Scope to Remain a Leader in the Tire and Rubber Industry for Another 100 Years**
- **Undertake vigorous investment based on a strong financial position**
- **Offer distinctive, Yokohama-like products**
- **Channel all our activity companywide into maximizing customer satisfaction**

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**Technology Strategy**

Open a New Phase for Yokohama Technology

We will apply our advanced recycling technologies to improve resource efficiency. And we will develop new materials and technologies for minimizing environmental impact through molecular engineering.

**Earn Customer Satisfaction with Yokohama Quality**

Uniting the specifications at a high level at our plants worldwide will support increased flexibility in serving demand. And we will supplement our Japanese tire-development capabilities by establishing a development center in China and building development centers in Thailand and the United States.

**Lay a Next-Generation Technological Foundation**

Joint R&D with other companies and organizations will speed our work in developing next-generation technologies.

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**Multiple Business (diversified products) Strategy**

Expand Business Globally in Automotive Components

We are building production and sales networks to serve automakers worldwide. And we will apply high-value-added technologies to automotive hoses and reels.

Build on Market Leadership in Marine Products

Our original marine products centers on fortifying our already large global market share in pneumatic marine fenders and in marine hoses. With the startup in the latter half of 2016 of a plant we are building in Indonesia, we will have three production platforms for marine hoses and two for pneumatic marine fenders.

Strengthen Our Position in the Mining and Construction Sectors Worldwide

We will develop business worldwide in hydraulic hoses for construction equipment. Our supply capacity in hoses will increase with the 2015 startup of a plant we are building in China. In kommening years, we will incorporate leading-edge technology to appeal to customers with advances in durability and in energy-saving performance.

Foster Growth in New Ventures Based on Original Technologies

We are fostering growth in new ventures, meanly by developing original technologies. That includes establishing a foothold in the fuel-cell vehicle sector with hoses for hydrogen distribution and supplying hard coatings in the fast-growing smartphone sector.

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**Common Strategy for All Operations**

In Phase IV, we will tap external resources through stepped-up activity in corporate acquisitions and alliances. We will work to reduce costs by ¥50 billion during Phase IV through our muscular cost-cutting activities, under way since 2006.

In addition, we will continue seeking to foster human resource capable of functioning in a global context and will consider adopting the International Financial Reporting Standards (IFRS).

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**Corporate Social Responsibility**

We work to fulfill our corporate responsibility in accordance with our CSR Management Vision, issued in 2006, and with the basic policy of Grand Design 100. Our approach centers on seven priorities established in 2010 on the basis of the ISO 26000 seven core subjects.

**Seven Priorities**

- **Environment**
- **Human rights**
- **Labor practices**
- **Community involvement and development**
- **Fair operating practices**
- **Consumer issues**
- **Governance**
In line with various drivers’ preferences, YOKOHAMA boasts a tire lineup that meets a diversity of driving scenarios, including tires for sports cars, luxury sedans, sport utility vehicles and dress-up vehicles as well as studless tires. Passenger car tires, which respond to all kinds of driving needs such as riding comfort, handling performance, environmental features and a quiet ride, are the embodiment of YOKOHAMA’s technologies.

### ADVAN

The global flagship brand ADVAN line embodies the global concept of YOKOHAMA. The diverse lineup of ADVAN tires is actively launched worldwide including ADVAN Sport tires for high-powered saloons: the dB series featuring a superior quiet ride; the NEOVA series, which was developed as a high-performance street sport tire; as well as competition racing tires and tires for the new generation of SUVs.

### BluEarth

BluEarth, a next-generation tire concept developed and communicated to the world by YOKOHAMA, has driven tires to evolve a greater level of Earth-, people-, and society-friendliness, reducing their impact in each of these areas. In addition to contributing to environmental preservation, these tires have been engineered to reduce the stress people feel when driving and the noise made by tires as vehicles are driven, decreasing their harmful effects on people and society. Our HANDS-ON-ROAD rubber utilizes proprietary formulation technology to improve performance in the three key areas of fuel economy, wet grip, and wear resistance. Through research into such areas as aerodynamics and technologies for evaluating vital responses to various stimuli, BluEarth promises to incorporate numerous new technologies in the future. Thanks to our extensive line of products, more customers will be able to make use of these innovative tires, making a significant contribution to the drive to lower CO₂ emissions.

### ice GUARD

This studless passenger car tire realizes driving stability on a variety of constantly changing road surfaces that can also vary by temperature. A range of proprietary YOKOHAMA technologies increase performance on ice while offering dramatic improvements in dry and wet grip.

### GEOLANDAR

The GEOLANDAR range of SUV tires allows drivers to "take full command in driving on various roads and terrains." The comprehensive series meets the diverse needs of SUV drivers, including tires with outstanding comfort for long touring drives, models with improved off-the-road capabilities and wear resistance, as well as tires featuring advanced environmental performance such as greater fuel efficiency.

### Off-Highway Tires

YOKOHAMA has dedicated off-the-road tire plants that produce tires with durability and heat tolerance for global markets. Off-the-road tires offer substantial support for machinery used at various civil engineering and industrial sites, including ultra-large dump trucks, earth and sand scrapers, wheel loaders for carrying earth and gravel at mining and dam construction sites, bulldozers for earth removal and graders for road construction and snow removal. Further, in July 2016, the YOKOHAMA Tire Group bought out Alliance Tire Group B.V. (ATG), with the effect of adding new agricultural and forestry machinery-use tires to our product lineup. ATG has three brands: ALLIANCE, GALAXY, and PRIMEX, which enables us to reach more places around the world, primarily the U.S. and Europe. In particular, demand for tires used in agricultural machinery is projected to grow in the future due to such factors as greater food demand driven by worldwide population increases, ever-developing agricultural efficiency, and more. These tires will therefore play a role in supporting agriculture around the world literally from the base up.

### Light Truck Tires

Light truck tires must be able to stand up to a variety of conditions and adapt to a range of delivery and transport needs in urban environments. Combining superior grip on wet surfaces with high durability and wear resistance, these tires offer economical efficiency while remaining environmentally friendly, thereby supporting the logistics of peoples’ daily lives.

## Truck & Bus Tires

Truck and bus tires are required to adapt to a wide array of seasonal, surface and other conditions in addition to basic performance such as being economically efficient with high durability and safety. YOKOHAMA supplies a wide variety of truck and bus tires worldwide to meet such requirements. To this end, YOKOHAMA is promoting various theories and technological and material development in pursuing a new era of logistics, beginning with the Maintenance Saving Concept for minimising uneven wear as well as the “STEM 2” theory, which incorporates into design the behavior and change in tire shape according to load, and the development of a compound that is resilient to chipping and wet rolling.

### ZEN Series

The ZEN brand for truck and bus tires was developed based on the global concept Z.environment, which pursues a new dimension in realizing comprehensive environmental performance and developing tires that are highly effective in terms of both environmental performance and cost reductions.

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A wide array of high-quality tires developed, manufactured, and sold by YOKOHAMA are earning users’ trust in various aspects of society. These range from passenger car tires that add a splash of color to life to truck and bus tires that support people’s daily lives and logistics to off-the-road tires at resource development and construction sites, plus tires used in industrial vehicles as well as in agricultural and forestry machinery.
Hoses and Couplings

The Hose and Couplings Division provides a wide range of products and service for fluid transfer systems, such as high-pressure hoses for hydraulic power units of construction vehicles, automotive hoses and piping for air conditioner/power steering units as well as hoses and couplings for other industrial operations. We pride ourselves in focusing on product innovation such as i-bar, high-performance hoses that are especially designed for hydrogen fuel cell charging stations as well as automotive hoses for air conditioning system with advanced refrigerants.

Industrial Products

The Industrial Products Division offers highly engineered industrial products that include conveyor beltings, marine products and civil engineering products. YOKOHAMA is a world leading manufacturer of conveyor belt. Our strength is the high-performance products for the most demanding applications and we offer a variety of products such as high durability, abrasion resistant and high-heat resistant belts. We also offer environmentally friendly belts that enable customers to downsize the motor power and pulley size when building a new conveyor and it also actualizes energy saving with the specially developed low rolling resistance compound. YOKOHAMA is also a global leading manufacturer of marine products that include marine hoses and pneumatic fenders. Our marine hoses, YOKOHAMA Seaflex, are one of the most reliable offshore hoses available on the market and it has been used in various demanding environments. Our floating pneumatic fenders are used with large vessels such as ULCV, VLCC, Suezmax and Aframax mainly for ship-to-ship operation. We also offer pneumatic fenders for smaller vessels and our products have been recognized as high performance products throughout the industry. Civil engineering products include expansion joints for bridge and anti-seismic rubber bearing that protects bridges from earthquakes.

Hematite, Electronic Materials

“Hematite” is our unique brand of YOKOHAMA’s chemical business such as sealing/waterproofing materials and adhesives. In the construction field, we provide sealing materials for outer walls/window frames of buildings or houses as well as urethane-coated waterproofing materials for building rooftops or verandas. Hamatite is maintaining the leading position as a sealing material brand for construction use and adopted at Japanese landmark locations. The Hamatite Division also manufactures various adhesives for automotive and industrial use. Since our Hamatite products are much-used in our everyday life, our product development philosophy is not just to produce high quality products, but health hazards are also taken into consideration, for example, adhesives without organic solvent. Hamatite also develops advanced engineered materials in electronics field such as coating materials that reduces blue light, sealing materials used in solar cell modules, unique adhesives that improve sound quality of electric components/thermal conductivities, and sealants of LED optimizing our compounding/synthesis technology. Our target is to improve our customers’ convenience and comfort with our innovations and to contribute to human society and environment.

Aerospace Products

With YOKOHAMA’s advanced rubber, metal and composite technologies cultivated from many years of experience, YOKOHAMA Aerospace Products Division manufactures a range of products including tanks, thermal insulating material, lightweight composites, acoustic material, etc. used in airplanes, ships and vehicles. Products that use rubber technologies include fuel tanks and hydraulic hoses while those that use metal technologies include V-band couplings and bellows assemblies. With composite technologies, we manufacture products such as prepreg, potable water tanks and lavatory modules that have earned high acclaim for their lightweight and comfortable design.
Golf Products

PRGR was the first to introduce the concept of head speed in the golf industry. Along with this, clubs were no longer produced based on experience and instinct and began to take a scientific approach from various perspectives, including materials, weight, lengths, size and balance. The theory on head speed proposed by PRGR is a fundamental concept and is commonly recognized in modern golf. Originating from fresh and innovative ideas and approaches, PRGR products have a strong following in Japan and overseas as a brand that is making its mark and is admired by golfers.

YOKOHAMA contributes to happiness and prosperity through manufacturing based on heartfelt enthusiasm and technology, from research and development through production and sales.

We have strived to make the most of the potential of a variety of technologies throughout our history. Today, our research and development, production, and sales operations encompass everything from tire-related materials such as rubbers and compounds to a broad range of new materials such as carbon fiber, metals, and lightweight composites as we offer innovative products in a variety of fields including industrial products, aircraft parts, and sports supplies.
RESEARCH AND DEVELOPMENT

Reliable technology based on research and development is essential in providing products that maximize safety and offer environmental features. Aiming to "assert world-class strengths in technologies for protecting the environment," YOKOHAMA has constantly worked to develop macromolecular and other technologies through ingenuity, application and greater innovation and more advanced technologies. The goal of these efforts is to develop materials and products taking a multi-faceted, comprehensive approach from the design, testing and assessment stages.

With regard to tire technology, tire prototypes are produced by formulating a rubber compound suited for various uses as well as designing a tire structure and tread patterns. Built tires are then brought to the respective test course sites, including D-PARC and the Tire Test Center of Hokkaido in Japan, the TIRE TEST CENTER of ASIA in Thailand, and the YOKOHAMA TEST CENTER of SWEDEN for the purpose of conducting a diverse battery of tests as well as runs under various road surface conditions. Data gathered at these facilities is then applied in the developmental stages of next-generation tires.

In other fields, YOKOHAMA also pursues development with innovative ideas. Relying on its pioneering facilities and technologies, YOKOHAMA transcends conventional approaches in carrying out materials development and product design with the aim of creating world-first technologies.

YOKOHAMA participates in a wide range of motorsports events including races and rallies. While achieving a superb legacy in various categories, YOKOHAMA also provides Competition tires to teams in Japan and overseas with excellent results.

Motorsports activities play a vital role in contributing to tire development. The cutting-edge macromolecular and design technologies for tires installed on racing vehicles are being employed in the development of tires sold in the broader market and greatly contribute to improvements to produce high-performance tires. The motorsports arena, marked by fierce competition between the latest technologies, serves as a crucial testing medium for creating tires of the future.

RADIC

RADIC (Research and Development Integrated Center) was established within the Hiratsuka Factory in 1991 to serve as a leading-edge R&D base for YOKOHAMA, and has functioned as the core R&D base ever since. RADIC employs such instruments as supercomputers, electron microscopes, electron spectroscopy for chemical analysis systems and nuclear magnetic resonance spectrometers for use in materials development, product design and simulations under diverse conditions.

In addition, analysis of the physical properties of newly developed materials that will become the basis for new products and assessment of products from various angles using state-of-the-art instruments to evaluate the static and dynamic properties of tires are conducted.
Research and Development Center and Test Courses

D-PARC

D-PARC (Daigo Proving-ground and Research Center), located in Daigo-machi, Ibaraki Prefecture, is YOKOHAMA’s comprehensive tire test course. D-PARC boasts several test courses including a high speed track, a dry and wet circle, a comfort test track with various types of road surfaces built of materials gathered from around the world and a handling test track simulating winding road conditions. We amass a large volume of data collected on noise ratings and ride comfort, which is relayed to RADIC in Hiratsuka City, Kanagawa Prefecture in real time and provided as feedback to the tire design and development departments. There it is utilized in next-generation tire development.

TIRE TEST CENTER of ASIA

TIRE TEST CENTER of ASIA is a large-scale proving ground that uses peripheral road tracks to recreate general roads found around the world, with the overriding aims of raising quality, strengthening performance evaluations, improving quality and enhancing high-speed driving testing of tires for passenger cars, light trucks, and trucks and buses. Special test courses and wet test courses simulating various road conditions enable multi-faceted tests covering all aspects of driving ranging from handling stability, fuel economy and durability to noise, vibration and riding comfort. The proving ground was built adjacent to Yokohama Rubber (Thailand) Co., Ltd., a tire production and sales company in Thailand. This close location enhances the ease of collaboration with production and development divisions and better enables the results of driving and evaluation testing to be applied to the development of new tires.

Tire Test Center of Hokkaido

The Tire Test Center of Hokkaido in Asahikawa City, Hokkaido is a vehicle test course for winter tires including studless tires. The sizable grounds, which are roughly four time the size of conventional winter tire test courses, are equipped with various facilities including: approximately one kilometer snow track, ice track, hill climbing track, snow and ice circle, plus handling track. All in all, this course boasts optimal conditions for real vehicle testing under severe winter conditions for the long period stretching from the end of December through the following February, when temperatures are consistently below freezing.

YOKOHAMA TEST CENTER of SWEDEN

The YOKOHAMA TEST CENTER of SWEDEN is a vehicle test course with which we have a long-term rental contract with Arctic Falls for winter tire testing. There are various test courses on the grounds, all of which are self-contained. Development of passenger car, tires is conducted here. Temperatures are consistently below freezing over the period of approximately November through April of the following year, enabling winter tire testing with real vehicles over the long term.

THE YOKOHAMA RUBBER CO., LTD. CORPORATE PROFILE

RESEARCH AND DEVELOPMENT

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Yokohama Rubber Group’s CSR

Yokohama Rubber’s corporate philosophy can be summed up as a drive “To enrich people’s lives and contribute to their greater happiness and well-being by devoting our wholehearted energies and advanced technology to the creation of beneficial products.” We believe that true corporate social responsibility (CSR) springs from the pursuit of business activities that are based on these concepts. In working toward “the creation of a sustainable society” to their greater happiness and well-being by devoting our wholehearted energies and advanced technology to the creation of beneficial products.

Corporate Philosophy (CSR Management Vision and Action Guidelines)

- To build a trusted identity as a contributing member of the global community.

CSR Management Vision (Launched in 2006)

- Identify continually changing social trends.
- Scour the items that can contribute.
- Act swiftly to earn affirm trust.
- Practice CSR in one’s own work.

Yokohama Rubber Group Action Guidelines (Updated in 2014)

1. We shall respect human rights inside and outside the company.
2. We shall create workplaces that are safe and healthy.
3. We shall harmonise our activities with the global environment.
4. We shall provide safe and high-quality products and services.
5. We shall conduct corporate activities with a high transparency and practice proper disclosure of information.
6. We shall observe not only laws and regulations but also social norms.
7. We shall aspire to harmony and prosperity with local communities.

Yokohama Rubber’s stakeholders

- The environment: We challenge to build a sustainable society in harmony with the environment, to protect our blue planet and human beings.
- Local communities: We build a trusted identity as a contributing member of the global community by making contributions to the development and prosperity of local communities.
- Customer: We supply safe and secure products through manufacturing focused on the heart and technology.
- Shareholders/investors: We improve our company value by growing business opportunities.
- Business partners: We promote CSR activities throughout the value chain.
- Employees: We value and develop our people, and create opportunities for people.

Internal initiatives considered important by Yokohama Rubber

Yokohama Rubber Group is committed to the Ten principles of the UN Global Compact and carries out the Plan-Do-Check-Act (PDCA) cycle following the framework of ISO 26000*

The Ten Principles of the UN Global Compact

<table>
<thead>
<tr>
<th>Human Rights</th>
<th>Anti-Corruption</th>
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<tbody>
<tr>
<td>Principle 1: Businesses shall support and respect the protection of internationally proclaimed human rights; and Principle 2: undertake to make sure that they are not complicit in human rights abuses.</td>
<td>Principle 1: Businesses shall work against corruption in all its forms, including extortion and bribery.</td>
</tr>
<tr>
<td>Principle 3: Businesses shall avoid delinquency in all forms of forced and compulsory labor; and Principle 4: the elimination of all forms of child labor; and Principle 5: the effective recognition of the right to collective bargaining; and Principle 6: the elimination of all forms of discrimination in the workplace; and Principle 7: the elimination of all forms of harassment and labor abuse.</td>
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Labour

- Principle 8: Businesses shall support a precautionary approach to environmental challenges; and Principle 9: encourage the development and diffusion of environmentally friendly technologies.

Environment

- Principle 10: Businesses shall support and respect the protection of internationally proclaimed human rights; and a principle of dealing fairly with society and valuing harmony with the environment, we shall assert our world-class strengths in technologies for protecting the environment.

ISO26000 Seven Core Subjects

1. Organizational governance
2. Human rights
3. Labour practices
4. The environment
5. Fair operating practices
6. Consumer issues
7. Community involvement and development
We challenge to build a sustainable society in harmony with the environment, to protect our blue planet and human beings. Currently, society faces various issues such as the depletion of natural resources, climate change, and the destruction of ecosystems, and all business activities have an impact on the environment. Furthermore, it is also a fact that changes in the environment can lead to major risks involving business continuity. For this reason Yokohama Rubber works to minimize its environmental footprint on the market in order to expand environmentally friendly products. This way of thinking and these activities have been clearly stated in the Environmental GD100 and Yokohama Rubber Environmental Policy as declarations both inside and outside of the company of our position as top-level environmentally-friendly company. In addition, the actions that should be taken by employees are stipulated in the Yokohama Rubber Group Action Guidelines.

Environmental initiatives

Boosting global environmental management

The Yokohama Rubber Group pursues sustainable business management and a harmonious relationship with the environment by way of uniformization of global environmental management in the areas of 1) achieving a low-carbon society, 2) realizing a zero-waste/recycling society, and 3) biodiversity conservation. To realize a low-carbon society, we manufacture environmentally-friendly products and reduce greenhouse gases (GHG) throughout the value chain in line with medium- and long-term plan goals. To achieve the zero-waste/recycling society, we are moving forward with rubber recycling, reducing production-stage waste levels, and boosting the number of production locations that achieve zero emissions. To facilitate biodiversity conservation, we implement surveys and conservation efforts to secure a stable supply of natural rubber in overseas locations and to cut water risks in production location areas.

What is the significance of environmentally friendly products?

Life Cycle Assessment (LCA) methodology that assesses numerical data on how a product impacts the environment (in terms of CO2 emissions) at the various stages from production through disposal. According to the company’s Life Cycle Assessment, the Yokohama Rubber Group’s main products—our tires—stand at a level of 80-90% of the entire life cycle in terms of CO2 emissions at the use stage. In light of these circumstances, Yokohama Rubber works hard to engineer fuel-efficient and environmentally-friendly products. New products offered by the Yokohama Rubber Group are subjected to environmental assessment at the early development stage. These products must clearly meet the company’s “environmental impact stipulations” at the design review stage in order to be approved for development. This system ensures that our new products have a positive impact on the environment.

Four environment-positive functions and the environmental function cycle

Environmental sound products

- Contribution to preventing global warming
- Contribution to safety and comfort
- Prevention of global warming
- Resource recycling
- Resource conservation
- Rolling resistance
- CO2 emissios
- Energy conservation
- Recycled rubber
- Transparency of natural materials
- Pp
- Reduction of weight
- Reduction of noise
- Safety and comfort
- Legislation and technology
- Contribution to global warming
- Contribution to resource recycling
- Contribution to resource conservation
- Contribution to safety and comfort
- Contribution to rolling resistance
- Contribution to CO2 emission reduction

Evaluation by LCA

<table>
<thead>
<tr>
<th>Product</th>
<th>Contribution to preventing global warming</th>
<th>Contribution to safety and comfort</th>
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<tbody>
<tr>
<td>Passenger cars</td>
<td>itel Guard S PLUS</td>
<td>Solution for reducing CO2 emissions in passenger cars year-round through improvements in performance and fuel efficiency</td>
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| *SOC: Synthetic Organic Compounds* | | *

Local communities

We build a trusted identity as a contributing member of the global community by making contributions to the development and prosperity of local communities.

Improving Communication with Society and Local Communities

The “YOKOHAMA Forever Forest” Project Goes Global

Yokohama Rubber supports environmental protection projects of the Chinese environmental NGO Beijing SandSheng Environment and Development Research Institute, and provides assistance to the Lijiang Mountain project. This project is aimed at the benefit of ethnic minority villages in the Lijiang Nature Reserve, Lijiang, Yunnan Province, China. It facilitates protection of the ecosystem by shifting away from deforestation—previously the villages’ only means of income generation—from agriculture and livestock production.

Since project launch in 2011, Yokohama Rubber has continued to provide integrated support spanning from financial assistance to provision of materials.

Biodiversity conservation promotion

We are moving forward with biodiversity conservation as part of environmental initiatives. Yokohama Tire Manufacturing (Thailand) (YTMT) launched biodiversity conservation projects as of 2013—the Group’s first overseas location to do so. The site features a biodiversity survey on butterflies and dragonflies. The data collected enables us to assess biodiversity levels on the plant premises, as well as facilitating methodology to both maintain and enhance biodiversity. At the same time, it is also utilized by people in the vicinity for study and information-sharing purposes. The goal is to move ahead with this project engaging the entire local community.

The YOKOHAMA Group is deepening ties with local communities around the world.

- In Japan:}
  - Local school children can go green tour of the plant to make manufacturing fun (Nagoya Plant).
  - "YOKOHAMA is Environmentally Friendly" exhibition at an environmental fair held by Onomichi City to showcase YOKOHAMA’s environmental activities (Onomichi Plant).
  - 10 employees planting trees in the desert region of Inner Mongolia to prevent storms of “yellow sand” (Yokohama Tire Korea Co., Ltd.).

- In China:
  - Treasure mountain activities around the park (Hangzhou: Yokohama Tire Co., Ltd.).
We believe that the mission of a manufacturer is to “deliver the best products at competitive prices and on time.” To deliver the highest quality products, we carry out production activities under comprehensive quality management at our manufacturing bases, which have introduced cutting-edge technologies. Moreover, each employee is actively involved in quality improvement proposal activities. As the number of overseas manufacturing bases operated by Yokohama Rubber continues to grow, we are striving to anchor the production activities of each in its local community, for example by selling products manufactured in locations such as the United States and China locally in those countries. Yokohama ensures production activities are maintained at a high level through acquiring certification for the international quality management standard ISO 9001 at all tire production bases. Certification for the international quality management standard ISO/TS 16949 for the automobile industry has also been acquired at all domestic and overseas production bases. We have set up production structures that consider the environment not only at newly established production plants but also at existing production facilities as well. At our domestic production bases, we have also introduced clean-fuel, high-efficiency cogeneration systems that enable a significant reduction in CO₂ emissions. Also, all domestic production bases have achieved zero emissions and the complete elimination of landfill waste, and in the future, we will aim for 100% recycling of industrial waste.

Global Production and Sales Companies

Productions

We believe that the mission of a manufacturer is to “deliver the best products at competitive prices and on time.” To deliver the highest quality products, we carry out production activities under comprehensive quality management at our manufacturing bases, which have introduced cutting-edge technologies. Moreover, each employee is actively involved in quality improvement proposal activities. As the number of overseas manufacturing bases operated by Yokohama Rubber continues to grow, we are striving to anchor the production activities of each in its local community, for example by selling products manufactured in locations such as the United States and China locally in those countries. Yokohama ensures production activities are maintained at a high level through acquiring certification for the international quality management standard ISO 9001 at all tire production bases. Certification for the international quality management standard ISO/TS 16949 for the automobile industry has also been acquired at all domestic and overseas production bases. We have set up production structures that consider the environment not only at newly established production plants but also at existing production facilities as well. At our domestic production bases, we have also introduced clean-fuel, high-efficiency cogeneration systems that enable a significant reduction in CO₂ emissions. Also, all domestic production bases have achieved zero emissions and the complete elimination of landfill waste, and in the future, we will aim for 100% recycling of industrial waste.

Global Production and Sales Companies

Productions
The marketing of passenger car tires and golf products for consumer use is very significant in that it offers an opportunity to interact with customers at retail outlets and event venues. In addition to retail outlets, YOKOHAMA also participates in various motor shows enabling consumers to carefully look at tires and wheels on a stand-alone basis as well as vehicles equipped with these tires and wheels, while also pursuing close communication with customers. For golf products, we help users choose suitable products by holding events for trying out products at sales outlets, offering rental golf clubs for trial use and deploying fitting staff. Customer feedback gained at retail outlets and event venues is quickly communicated as well as reflected in product improvements and product development.

Multiple Business products as well as our truck and bus and off-the-road tires all originated based on customers’ desires. Continually interacting with customers on site and ascertaining their needs leads to the creation of each new product.

We have built Tire and Multiple Business group networks in regions throughout the world and established sales networks under which domestic and overseas bases work in unison. We are working to further enhance the value of the YOKOHAMA brand in line with global marketing strategies.