

Pioneering History

Yokohama Rubber's history of over 100 years is also a history of pioneering, leading the times with pride as a manufacturer and strong ambition as a challenger. For the next 100 years, we will continue to contribute to solving social issues through our business activities by carving out unique areas through the creation of new value.

Strengthening of the Management Base

1917

Established.

1952

Completed Phase 1 of the Hiratsuka Plant in Kanagawa Prefecture and started production there of belts, large tires, and vinyl products.



1961

Completed construction of the new corporate headquarters, the Yokohama Rubber Building.



1969

Established Yokohama Tire Corporation, a US tire sales company.

1974

Started operations at the Ibaraki Plant. Started production of high-pressure hoses.



1986

Built the D-PARC comprehensive tire proving ground in Ibaraki Prefecture.



Business Transitions

1954

Launched the Y-29, Japan's first snow tire.



1955

Launched the HAMA SAFETY and HAMA LINER, Japan's first tubeless tires.



1965

Launched sales of Unicon Belt, a commodity conveyor belt.

1967

Launched sales of G.T. SPECIAL, a radial tire for passenger cars (left photo). Launched sales of the Surge Series of high-pressure hoses (right photo).



1971

Launched sales of G.T. SPECIAL STEEL, Japan's first steel radial tubeless tire.



1978

Launched sales of ADVAN HF for passenger cars.

1987

ADVAN racing tires-equipped car won the Japan Endurance Championship series for the third consecutive year.



Changes in Society

1950

Start of the Korean War.

1964

Start of the Tokyo Olympics.

1973

Oil crisis.

1983

Birth of the Internet.

Topics

● **1920** Completed Hiranuma Plant (Yokohama City). Developed Japan's first corded tire.



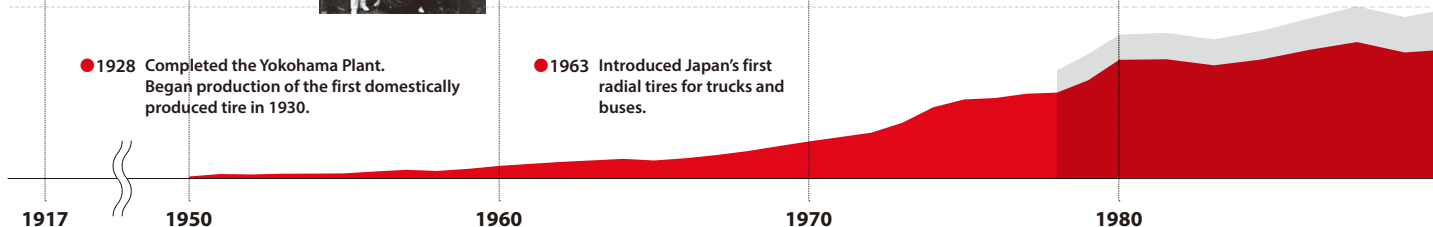
● **1928** Completed the Yokohama Plant. Began production of the first domestically produced tire in 1930.

● **1963** Introduced Japan's first radial tires for trucks and buses.

● **1978** Developed Japan's first sports radial tire, ADVAN HF.



● **1983** Launched sales of PRGR golf equipment. Photo shows a PRGR carbon driver.



I 1991

Completed R&D integrated center (RADIC) at the Hiratsuka Factory.



I 1996

Established Yokohama Tire Philippines Inc., a tire manufacturing and sales subsidiary.

I 2006

We aimed to become a company with top-level contributions to the environment with Environmental GD100 as our guiding principle, and enhanced our CSR management under our long-term management plan GD100.

I 2009

Merged with domestic tire sales companies and established Yokohama Tire Japan Co., Ltd.

I 2016

Acquired the Alliance Tire Group B.V. (ATG), a Dutch company that manufactures and sells tires for agricultural and construction machinery.

I 2017

Our 100th anniversary.



I 2020

Selected for inclusion in two ESG stock indexes—the FTSE4Good Index Series for the 16th straight year and the FTSE Blossom Japan Index for the 4th straight year.

I 2023

Acquired Trelleborg Wheel Systems Holding AB, a Swedish company that manufactures and sells tires for agricultural and industrial machinery.

I 1990

Launched sales of SY101, a studless tire for trucks and buses.



I 1994

Developed components for H-II rocket engines.

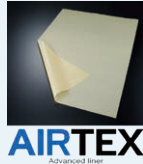


I 2000

Launched sales of DNA dB, a fuel-efficient tire for passenger cars.

I 2009

Developed AIRTEX Advanced liner, enabling lighter weight tires.



I 2011

Electric car equipped with BluEarth tires won the Pike's Peak Hill Climb in the U.S. in record time.



I 2020

Launched sales of BluEarth-4S AW21, an all-season tire for passenger cars.



I 2020

903W ultrawide-base studless tire for trucks selected for inclusion in Japan's Good Design Best 100.

1992

Collapse of the economic bubble.

1997

Adoption of the Kyoto Protocol.

2008

Lehman Brothers collapse.

2011

Great East Japan Earthquake.

2015

SDGs adopted.

2020

Outbreak of COVID-19.

