

Pioneering History and Changes in Our Business Portfolio

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.



1991 Completed R&D integrated center (RADIC) at the Hiratsuka Factory.

1996 Established Yokohama Tire Philippines Inc., a tire manufacturing and sales subsidiary.

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 medium-term management plan GD100.

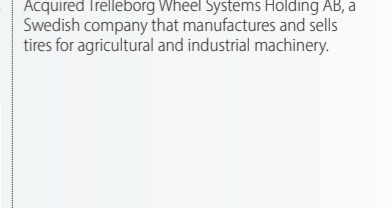
2009 Merged with domestic tire sales companies and established Yokohama Tire Japan Co., Ltd.

2016 Acquired the Alliance Tire Group B.V. (ATG), a Dutch company that manufactures and sells tires for agricultural and construction machinery.

2017 Our 100th anniversary.



2023 Acquired Trelleborg Wheel Systems Holding AB, a Swedish company that manufactures and sells tires for agricultural and industrial machinery.



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.

1983 Launched sales of PRGR golf equipment.

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

Photo shows a PRGR carbon driver.

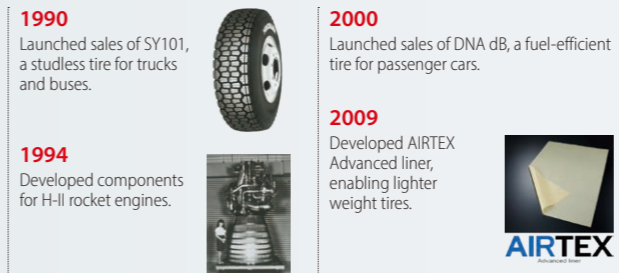


1990 Launched sales of SY101, a studless tire for trucks and buses.

1994 Developed components for H-II rocket engines.

2000 Launched sales of DNA dB, a fuel-efficient tire for passenger cars.

2009 Developed AIRTEX Advanced liner, enabling lighter weight tires.



2023 Introduced our original "E+" mark, which signifies that the tire is compatible with electric vehicles.

2023 Launched sales of ADVAN Sport EV, an ultra-high performance summer tire for EVs.



Changes in Society

- 1950** Start of the Korean War.
- 1964** Tokyo Olympics held.
- 1973** Oil crisis.
- 1983** Birth of the Internet.
- 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.

Topics

- 1920** Completed Hiranuma Plant (located in Hiranuma-cho, Yokohama City). Started production of belts, tires, etc.
- 1928** Completed the Yokohama Plant (located in Tsurumi-ku, Yokohama City).
- 1929** Started operations at the Yokohama Plant (the cautionary tale by Suekichi Nakagawa, who was president at the time of the inauguration, would later become our Founding Spirit).

- 1963** Japanese company name changed to match the English, The Yokohama Rubber Co., Ltd.
- 1976** Rally cars equipped with G.T. SPECIAL tires won the Safari Rally Championship and the Southern Cross Rally. The Southern Cross victory marked the fifth victory in a row (1972-76).
- 1987** Racing car equipped with ADVAN racing tires won the Japan Endurance Championship series for the third consecutive year.

Changes in Our Business Portfolio

