

Yokohama Rubber’s Strengths

Since the establishment of Yokohama Rubber Manufacturing Co., Ltd. in 1917, Yokohama Rubber has overcome difficulties and opened up a new era in the face of any trial by always being a challenger and pioneer. What has supported this passion is our pride as a domestic maker and strong ambition as a challenger to develop high-quality rubber products with our own hands competing with the US and European countries that have been taking the lead in technological capabilities. Always foreseeing the changes of the times, Yokohama Rubber has developed innovative technologies and products. This history constitutes Yokohama Rubber’s strength.

Advanced technical prowess validated by an extensive track record of success

Yokohama Rubber has accumulated know-how in tire development technology that delivers advanced and safe handling even in the harshest conditions. Our long-standing tire making technology and high reliability in quality have been recognized worldwide, with our tires used not only on Japanese automakers’ vehicles, but also European luxury brands such as Porsche, Mercedes-AMG, and BMW. In addition, our rubber technology cultivated in tire business is also utilized in the Multiple Business (MB) segment. For example,

Yokohama Pneumatic Fenders, which represent a world-first product developed with our rubber technology, are widely used around the world as shock absorbing materials for ships to berth at sea and within port in a number of fields such as petroleum, mining, fisheries, and offshore drilling.



Specialty commercial tires supplied only by a handful of companies around the world

Commercial tires are a highly profitable and growing segment where demand is expected to increase further in the future due to increased food production and expansion of logistics following economic development. Yet, the number of makers that offer commercial tires is limited due to the particularly advanced technological capabilities required for development and production. With the completion of the acquisition of Trelleborg Wheel Systems Holding AB

(TWS) in 2023, we completed the brand portfolio of OHT covering all categories from basic to premium, and our sales ranking in the OHT market has risen to the third largest in the world (Yokohama Rubber estimate). Making our position in this market a competitive advantage, we will accelerate the further enhancement of the business of commercial tires including those for trucks and buses.

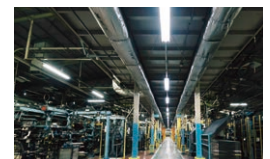
After TWS joining: Tire product portfolio

	Passenger Light Trucks Vans	Trucks Bus	Agriculture	Construction	Earthmover and Mining	Forestry	Lawn Garden & Turf	ATV UTV	Material Handling	Truck (off highway)	Two-wheelers	Rims
YOKOHAMA AICHI TIRE	✓	✓		✓	✓				✓	✓		
ALLIANCE GALAXY	✓	✓	✓	✓	✓	✓	✓		✓	✓		
After TWS joining												
YOKOHAMA AICHI TIRE TRELLEBORG	✓	✓	✓	✓	✓	✓	✓		✓	✓		✓
Mitas			✓	✓	✓	✓	✓		✓		✓	
ALLIANCE GALAXY	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		

Production system compatible with high-mix, low-volume production

With the motto “Low cost, speedy development of quality products,” we are ready to provide a wide range of production lines that support various product lineups globally. In order to respond to the different needs of each region, including summer, all-season and winter tires for passenger cars, and trucks and buses, we adopted our unique high-mix, low-volume, small-scale production system that allows us to quickly and flexibly expand our production capacity. We also became the first Japanese tire maker to set up business operations in Vietnam. This high-mix, low-volume production system, which can respond finely to demand, has led to the establishment of a competitive advantage as one of our strengths. At production sites,

by combining just-in-time production and other methods, we can efficiently produce a variety of products while responding quickly to fluctuations in demand. We are also actively using digital technology in production, and we use real-time information to visualize and optimize production processes in production planning and production line monitoring. By utilizing data analysis and forecasting models, we optimize demand forecasts and production plans, and realize a high-mix, low-volume production system with greater accuracy.



Research & development system that can address market needs in a timely manner

By establishing tire R&D centers in regions close to the market, Yokohama Rubber is promoting the speedy launch of new products that meet local needs. The Group as a whole has tire R&D centers in Japan, Thailand, China and the US, and a four comprehensive tire test courses in Japan, Thailand and Sweden.

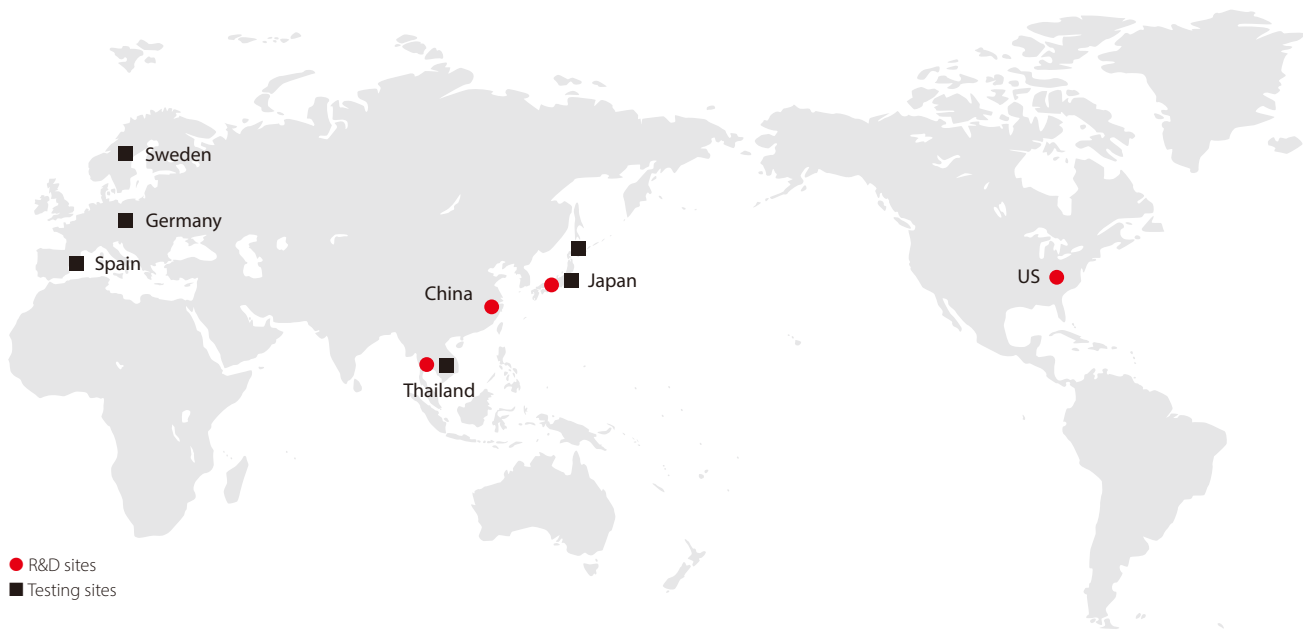
In addition, we have been working on the development of new technologies and materials from an early stage, and making efforts in technological innovation to meet market needs and address social and environmental issues, such as the growing demand for sustainable materials with low environmental impact, the improvement of energy efficiency, and the digitalization of the automotive industry. In 2014, we became the first company in the world to create simulation technology to visualize the “sound” around tires, and we have

pioneered other technologies ahead of our peers by making full use of our advanced simulation technology. We have incorporated aerodynamic technology, a new perspective in tire design, and are working to develop products that not only reduce the air resistance of tires but also reduce the air resistance of the entire vehicle.



Additionally, we are using IT to strengthen our information management system and data analysis capabilities. As part of this, we have independently developed a tire characteristic value prediction system that utilizes digital AI to enable a huge number of virtual experiments, and we are using this system for a wide range of tire development.

Map of Sites



Extensive global network

Yokohama Rubber engages in business in countries around the world, and has 47 production and sales bases, not to mention more than 50 sales offices* as part of its extensive global network. This presence supports corporate growth and contributes to local communities by providing products and services tailored to local needs, efficient production systems, and innovative technological development. We are providing ample production capacity to meet local demand. In addition to Japan, we have production bases in every corner of the globe, such as Asia, Europe, and the US, to meet the demands of each region. In 2022, production began at the newly constructed Visakhapatnam plant in India to increase YOHT’s production capacity. In 2024, we plan to further bolster our production lines

for passenger cars.

Our global sales network includes sales offices, agents and distributors to serve automotive makers, consumers and companies around the world by providing our products. Yokohama Rubber is developing products and sales strategies tailored to products features and market needs in many regions. Furthermore, we have established partnerships with makers, parts suppliers, research institutes, and others. Thus, we have established a system that allows us to respond quickly to the environment in the fiercely competitive global market and reflect this in our products and sales.

*As of July 31, 2024