

# Value Creation Process

## Basic Philosophy

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

Yokohama Rubber has always been ahead of the times in pioneering unique fields, creating products, and creating value for the world through our advanced technology and extensive global network amassed over the years. Together with our stakeholders, we will strive to realize our basic philosophy, "To enrich people's lives and contributing to their greater happiness and well-being by devoting our wholehearted energies and advanced technology to the creation of beneficial products."

