





Production & Quality

To provide “low cost speedy development of quality products” to the customers around the world, the Yokohama Rubber Group is working to strengthen the foundation of the entire Group. To this end, we strengthen the development of tires for new next-generation premium cars, drastically reduce manufacturing costs, increase the speed of tire development, and take on the “1-year plant” challenge. We will respond quickly and accurately to customer needs by promoting production activities based on cutting-edge technologies and thorough quality control at our global production sites.

Relevant materiality	What we aim to do
 Provision of products and services that contribute to a sustainable society	<ul style="list-style-type: none"> • Achieve a safe and comfortable mobility society through improved quality and performance based on proprietary technologies
 Contribution to a decarbonized society and circular economy	<ul style="list-style-type: none"> • Contribute to a decarbonized society through our products • Reduce greenhouse gas emissions and energy consumption • Contribute to the circular economy by increasing the use of renewable and recycled raw materials

Production Initiatives

Taking on the “1-year plant” challenge and maximizing the ratio of high value-added products

We aim to reduce costs and improve efficiency to compete with the cost competitiveness of emerging tire makers. As the first step in the taking on the “1-year plant” challenge, which involves bringing a new plant on line within one year, we will build a new plant for passenger car tires in Hangzhou, China to increase our supply capacity for the growing Chinese market.

The production capacity of the plant will start at 9 million tires a year and is expected to increase in the future. The investment for the plant is 1.96 billion yuan (approximately ¥36.7 billion) with production scheduled to start in the second quarter of fiscal 2026.

The construction of the new plant is in response to a request by the Chinese government to relocate the existing plant of Hangzhou Yokohama Tire Co., Ltd., a local tire production subsidiary, and construct a new plant in the Hangzhou Qiantang New Area.

The construction of the new plant will be an important foreign investment project involving the governments of Zhejiang Province, Hangzhou City, and Qiantang New Area in China, and will result in the establishment of a new company, Hangzhou Qiantang Yokohama Tire Co., Ltd.

Yokohama Rubber aims to construct plants in just one year that achieve the low cost and highly efficient production that will realize a strong competitive position in the local market. Toward that end, Yokohama Rubber will combine its accumulated know-how with that of local partner companies that have a proven track record in the local market.

In addition, we also aim to maximize the ratio of high value-added products by expanding production of our flagship ADVAN, GEOLANDAR, winter tires, and 18-inch and larger size tires, and working on our “Product and Regional Strategies” to strengthen development and supply systems that respond to specific trends in each regional market.

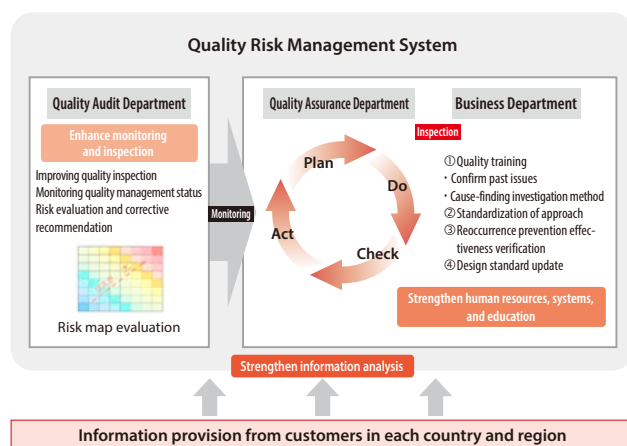
Quality Initiatives

Quality management system

Yokohama Rubber places the safety of customers as a top priority. We have developed our own risk map to ensure prompt, legal, and appropriate internal processes are carried out in business, quality assurance, and service departments, which are overseen and monitored by the Quality Audit Department.

We conduct quantitative categorization of potential risks following the quality management system (QMS) and embrace a proactive safety design approach based on FMEA* to establish a structure that prevents the reoccurrence of similar quality issues. Moreover, we conduct internal quality training as well as encourage managers and supervisors to acquire the certification of an internal quality auditor. In fiscal 2023, two employees obtained their certification (total 16 certified to date).

We appoint experienced engineers at sales subsidiaries and sales locations in the domestic and overseas markets to systematically host internal training on product knowledge and handling.



* Failure Mode and Effect Analysis (FMEA): A method of systematically analyzing potential failures for the purpose of failure/defect prevention.