Forging a New Era Guided by Our Enduring Founding Spirit

Pioneering Uncharted Territory Toward Our Next 100 Years



From Our Founding Spirit, to Today's Corporate Philosophy

**Our founding spirit, first articulated in 1929, continues to live on in Yokohama Rubber's management approach today.
Through further enhancement of corporate value, we aim to achieve sustained growth.**

The Founding Spirit

Yokohama Rubber still maintains as our Founding Spirit the cautionary tale by Suekichi Nakagawa, president at the time of the 1929 inauguration of our Yokohama Plant (in Tsurumi-ku, Yokohama).
The tale underscores the balancing of both social and economic value.



The Father of Yokohama Rubber
Suekichi Nakagawa
(1874 - 1959)

Nakagawa joined Furukawa Honten in 1888. After studying in the United States, he became senior managing director of Yokohama Electric Wire in 1914. He later served as president of Yokohama Rubber, Furukawa Electric, and Nippon Light Metal, as well as senior managing director of Tokyo Furukawa Bank, becoming a Key figure in the Furukawa zaibatsu.

1. Production business is a social service.
   Its purpose is to make people's lives more convenient and enjoyable. Its aim should be to offer good, useful products at moderate prices.
2. There must be a basic commitment to delivering quality products unrivaled by those of competitors.
3. Management should adhere to the principles of fairness and consideration.
   The mission of a fair, honest management is to ensure capital, share the fruits of endeavor with its workers, and fulfill its responsibilities to consumers to act, in other words, rationally.
4. A company should have as few employees as possible and make the best use of the productivity of machines.
   This is the great secret for improving efficiency.
5. The success or failure of a business depends on how much one is willing to study, and with how much determination, to mutually improve and grow. Accordingly, one must make a great effort.

Corporate Philosophy

Yokohama Rubber established its current Corporate Philosophy in 1992. Yokohama Rubber's Corporate Philosophy consists of the Basic Philosophy, Management Policies, Action Guidelines and Corporate Slogan. The Basic Philosophy embodies the types of business where Yokohama Rubber commits itself in all activities. The Management Policies outline basic administrative principles for upper-level management to commit themselves to. The Action Guidelines are the code of conduct for each employee to comply with.

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.

Management Policies

- Take on the challenge of new technologies to produce new value.
- Develop proprietary business fields to expand the scope of business.
- Create a workplace that values, improves and energizes people.
- Deal fairly with society and value harmony with the environment.

Action Guidelines

- Develop ourselves so that we may give our personal best.
- Trust, challenge and improve one another.
- Nurture a welcoming, open spirit.

Corporate Slogan

Excellence by nature