Our Strengths

Yokohama Rubber has continuously challenged itself to create new value, consistently breaking new ground by pioneering fields of its own ahead of the times. Building on the technological capabilities, production capabilities, and global network we have cultivated over more than a century, we will continue moving forward with the times, driven by passion and a spirit of challenge.

Strength 1 Technological Capabilities (R&D)



Origins of Our Strength

- An unwavering commitment to technological exploration that we have maintained since our founding, continually challenging ourselves to create new value and pioneer new fields ahead of the times.
- Extensive tire development expertise, cultivated through the demanding world of motorsports, for producing tires with outstanding driving performance and safety.

Secrets Behind Our Strength

- World-class performance and quality, demonstrated by our track record of supplying tires for leading premium vehicle brands including Porsche, BMW M Series, and Mercedes-AMG.
- Advanced winter tire technologies developed through our continuous pursuit of improved ice performance since the 1950s.

Further Enhancing Our Strength

- Meeting the increasingly demanding quality requirements and shorter development lead times of premium automakers, particularly in Europe.
- Further transforming the development process through our proprietary HAICoLab AI utilization framework.
- Strengthening technologies required for electrified vehicles—including low rolling resistance technologies to improve energy efficiency and enhance quietness—through the expansion of our E+ electric vehicle-compatible tire lineup.



The ADVAN Sport EV ultra-high-performance summer tire for electric vehicles

The E+ mark logo

Strength 2 Production Capabilities



Origins of Our Strength

- A production system that has continued to evolve since our founding, guided by our 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."

Secrets Behind Our Strengths

- A comprehensive production system covering products ranging from passenger car tires to off-highway tires.
- Cost competitiveness that enables the efficient production of both high-value-added products such as ADVAN and standard products capable of competing with newly emerging tire makers.
- A flexible production system capable of meeting a wide variety of customer needs, ranging from high-mix, low-volume production to mass production.

Further Enhancing Our Strength

- Realizing low-cost, highly efficient production capable of competing with emerging tire makers, and establishing a system to rapidly supply competitive products—driven by our new passenger car tire plant in Hangzhou, China (launched as a "1-year plant") and our new plant in Mexico, which leverages the management expertise of the Yokohama ATG team.



New passenger car tire plant in Hangzhou, China

Strength 3 Global Network



Origins of Our Strength

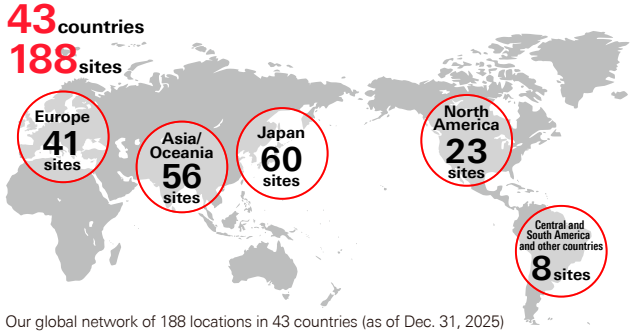
- A history of building a "local production for local consumption" business model in the 1980s and subsequently establishing tire R&D centers close to major markets, enabling the rapid introduction of new products tailored to local customer needs.

Secrets Behind Our Strength

- A full product lineup ranging from passenger car tires to off-highway tires, enabling us to meet diverse customer needs worldwide.
- Strategies tailored to the specific characteristics of each region and rapid decision-making enabled by delegating authority to professional executives with extensive knowledge of their local markets.

Further Enhancing Our Strength

- Strengthening our global supply network through continued growth investments, including M&A, capacity expansions at existing plants, and the construction of new plants, enabling us to respond quickly to growing global demand.
- Optimizing our global production footprint through the consolidation and rationalization of existing and acquired facilities, while improving cost competitiveness and asset efficiency through measures such as shared back-office functions.



Our global network of 188 locations in 43 countries (as of Dec. 31, 2025)