Value Creation Process

Drawing on the management capital it has built up over more than a century, Yokohama Rubber creates both customer value and social value in accordance with its 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."
By creating a virtuous cycle of value creation and capital accumulation, we will continue pursuing sustained increases in corporate value over the next century and beyond.

〈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.

〈What We Aim to Be〉

A company that continues to create new excitement through challenges and pioneering, running alongside the times toward the next 100 years.

Business Model

