

PRESS RELEASE



YOKOHAMA

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Yokohama to Participate in Moscow Auto Salon 2003 as Part of Marketing Push in Russia

Tokyo—The Yokohama Rubber Co., Ltd. today announced that it will participate in the sixth Moscow Auto Salon, a seven-day event beginning on August 25. The company will showcase a wide range of its products at the show, centered on the high-performance AVS series, thereby raising brand awareness in Russia. This will be Yokohama's first participation in the show.

AVS series tires presented at the event will include three passenger car models and one model for four-wheel drives. Among these offerings will be the AVS Sport, which Porsche, Aston Martin, and other leading sportscar makers have fitted as standard on their vehicles, the ultra-quiet AVS dB, and the AVS Winter tire, designed for speed up to 240 km/h. The four-wheel drive model is the AVS S/T type-1, which is standard equipment on the AMG G55 and the Brabus MV12. In addition to exhibiting the AVS range, Yokohama will also showcase the GEOLANDAR four-wheel drive series and the ICE GUARD and GUARDEX F700 series of studless tires.

Yokohama has positioned Russia as a critical strategic market, where it is concentrating on selling tires for luxury and high-performance cars. The company seeks to build a brand image in Russia by introducing new offerings and pursuing comprehensive marketing that encompasses aggressive advertising, thus increasing sales volume.

The annual Moscow Auto Salon started in 1993, and has attracted many exhibitors from the auto sector. More than 700 companies from 40 countries are expected to present their offerings at this year's event.

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