

PRESS RELEASE

YOKOHAMA

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Yokohama Rubber to Highlight New Flagship Tires at Frankfurt International Automobile Exhibition

Tokyo – The Yokohama Rubber Co., Ltd. will participate in the 60th Frankfurt International Automobile Exhibition (IAA), which will be held on September 11–21.

The company will showcase key products. It will introduce two prototype tire patterns. One was developed for sports cars, and will be shown on a Brabus SL. A Gemballa Cayenne will feature the other prototype, designed for sports utility vehicles. Also on display will be Yokohama's high-performance AVS Series tires, which are very popular in Europe.

The Yokohama booth will house a reference exhibit of its Zero Pressure System. This allows tires to run flat in emergencies on reinforced sidewalls and employs the Support Ring System, which the company developed with Continental AG and Bridgestone Corporation.

The biennial IAA is the world's most popular event of its type. This year's event will focus on "The Fascination of the Car." It should attract more than 1,000 exhibitors from 42 countries.



Conceptual drawing of Yokohama Rubber's booth

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