

PRESS RELEASE



YOKOHAMA

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For immediate release

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Yokohama Rubber to Unveil c.drive at Geneva Motor Show

Tokyo (February xx, 2004)-Yokohama Rubber Co., Ltd., will participate in the 74th Geneva Motor Show, which runs from March 4 (Thursday) through March 14 (Sunday). Exhibits will highlight the company's reputation for high-performance offerings. Yokohama Rubber will unveil the c.drive tire, which debuts in Europe in March. It will also present its AVS series of high-performance tires and the GEOLANDAR series of tires for sport utility vehicles.

c.drive delivers superior handling and dramatically enhances wet driving and comfort. Yokohama Rubber will promote it as a strategic product for the European market. The company will show several passenger car tires in the AVS series. They include the AVS Sport, which is standard equipment on such leading sportscar marques as Porsche and Aston Martin, the AVS dB, which offers ultra-quiet running, and AVS WINTER for speeds up to 240 km/h. Other features will include the AVS S/T type-1, an SUV tire that is standard on the Mercedes-Benz G55 AMG and Brabus MV12. The company will have two reference exhibits, one of a high-grade sports tire and the other of an SUV model. It also plans to show its runflat tire system Z.P.S (Zero Pressure System) and the SupportRing System.

The first Geneva Motor Show was in 1905. It showcases cars, auto parts manufacturing equipment and car repair and service products, and attracts around 300 exhibitors.



Conceptual drawing of Yokohama Rubber's booth

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