

NEWS RELEASE

YOKOHAMA

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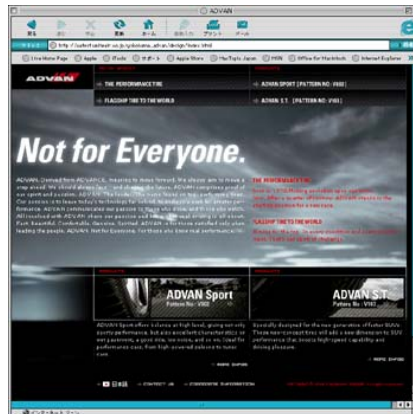
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Yokohama Rubber to Launch World ADVAN Site

Tokyo – The Yokohama Rubber Co., Ltd., will launch the English-language World ADVAN Site on March 1 to highlight its new worldwide flagship tire brand. The website will provide information on the brand policy and the latest ADVAN offerings, as well as links to dealer home pages around the globe. The URL will be: <http://www.advan.com>

The top page of the World ADVAN Site will underscore the brand image with the “Not for Everyone” catchphrase and show the ADVAN SPIRIT and PRODUCTS sections. ADVAN SPIRIT will describe the brand policy and highlight the company’s concepts in developing the world’s best tires. The PRODUCTS section will feature the initial flagship offerings that the company will launch in summer this year—the ADVAN Sport for super sports cars and the ADVAN S.T. for next-generation sport utility vehicles.

Since last year, Yokohama Rubber has positioned ADVAN as a global brand that delivers the ultimate in performance. All flagship tire development, motorsports activities, and joint tire development with leading carmakers and tuners is now under the ADVAN marque.



Top page of World ADVAN Site

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