

NEWS RELEASE



YOKOHAMA

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For immediate release

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Yokohama's Europe Office to Become Subsidiary, Oversee Coordinate European Marketing

Tokyo —On April 1, 2005, Yokohama Rubber Co., Ltd., made its Europe Office in Dusseldorf, Germany, a subsidiary called Yokohama Europe GmbH. That company will oversee Yokohama's European marketing and sales strategies.

The move is part of efforts to strengthen Yokohama's marketing strategy by more closely managing local operations. The new company will help reinforce sales by concluding comprehensive contracts with leading store chains around Europe and by accelerating original equipment marketing to European automakers.

Yokohama has sales companies in 10 countries in Europe, notably in the United Kingdom, Italy, Switzerland, Sweden, Germany, Austria, Denmark, Belgium, Spain, and Russia (established in April 2005).

Profile of new company

President:	Takayuki Hamaya (from Yokohama)
Paid-in capital:	25,000 euros
Business:	Marketing support and services for European sales companies
Address:	Hansaallee 201, D-40549 Dusseldorf, Germany

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