

NEWS RELEASE

YOKOHAMA

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Yokohama Rubber to Participate in Auto Shanghai 2005

First “ADVAN” New Flagship Brand Tires’ Appearance in China

The Yokohama Rubber Co., Ltd. will participate in 11th “AUTO SHANGHAI 2005”, which runs from April 22 through 28 in Shanghai, China.

At its stand of this time, in order to enhance its image as the supplier of high performance tires, Yokohama Rubber will show AVS dB and ASPEC A380 high-performance passenger-car tires manufactured by Hangzhou Yokohama Tire Co., Ltd., Yokohama’s manufacturing and marketing subsidiary in Hangzhou City, Zhejiang Province, China, and GEOLANDAR H/T-S on-road-use SUV tires to be manufactured and marketed by the subsidiary in 2005. At the same time, Yokohama Rubber will introduce “ADVAN” new global flagship brand tires for the first time in China. While communicating its brand policy and development concept to the Chinese market, the company will try to attract the attention of the spectators to Yokohama Rubber’s commitment to the development of world’s best tires by exhibiting “ADVAN Sport” super-sports tires and “ADVAN S.T.” tires for next-generation SUVs.

Held alternately in Beijing and Shanghai, “AUTO SHANGHAI” is one of the largest-scale motor shows in Asia. Last year, 730 automotive-related companies participated in the show that attracted approximately 450,000 visitors.



Image of Yokohama Rubber’s booth.

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