

NEWS RELEASE

YOKOHAMA

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Yokohama Rubber to Exhibit at IAA Passenger Cars 2005 under Theme of “Further Evolving ADVAN-A Global Flagship Brand”

Tokyo—The Yokohama Rubber Co., Ltd. announced today that it will exhibit at the 61st International Motor Show (IAA) Passenger Cars 2005 in Frankfurt, Germany from September 13 to 25. Under the theme of “Further Evolving ADVAN-A Global Flagship Brand,” Yokohama will show visitors its commitment to become a world leader in tire brand development through three aspects—its Flagship Product Lineup, Flagship OE Activities and Motorsports Activities.

In the Flagship Product Lineup, we will exhibit the ADVAN Sport, which ensures stable handling of super sports cars at ultrahigh speeds exceeding 300km/h, and the ADVAN S.T., which ensures stable handling up to 300km/h at the low centers of gravity of next-generation SUVs. In Flagship OE Activities, Yokohama will highlight the achievement of being selected as standard tires for a range of leading premium cars. ADVAN Sport is already being installed on the Continental GT, the 20-inch model of Bentley Motors’ world’s-fastest four-seater coupe. ADVAN S.T. is featured on the GEMBALLA BITURBO RV-GTR600, a 22-inch model of tuning cars based on Porsche’s Cayenne. In Motorsports Activities, various domestic, international, and one-make races in which Yokohama has participated will be introduced. In addition to other upcoming one-make races, it has decided that Yokohama Rubber will provide tires for the FIA-European Touring Car Cup (ETCC), to be held in October 2005, and the next season FIA-World Touring Car Championship (WTCC). We will also exhibit the A035E for gravel road surfaces and A006T for tarmac road surfaces as rally tires.

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



Yokohama Rubber booth design at IAA Passenger Car Show

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