

NEWS RELEASE



YOKOHAMA

September 21, 2006
For immediate release

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Yokohama Rubber to Strengthen European Marketing in Truck and Bus Tires through Collaboration with Leading Retreader

*Tire manufacturer's European subsidiary to market tires through
Bandag's pan-European network of tire-retreading franchisees*

Tokyo—The Yokohama Rubber Co., Ltd., announced today that its European marketing unit, Dusseldorf-based Yokohama Europe GmbH, and Brussels-based Bandag NV will undertake marketing collaboration. Bandag NV is a subsidiary of Bandag, Incorporated, an Iowa-based global leader in retreading systems and services for truck and bus tires.

Throughout Europe Yokohama will market its truck and bus tires and promote retreading in collaboration with the Bandag franchise network. Bandag has some 200 franchisees in Europe, which, besides providing retreading services by Bandag's proprietary process, offer a full range of new truck and bus tires, as well as tire management services. Yokohama, meanwhile will extend its casing warranty to cover the first retreading when performed by a Bandag franchisee. Collaboration between Yokohama and Bandag began with joint marketing activities in the United States in the 1990's and has included joint marketing activities in some European nations since the late 1990's.

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