

# NEWS RELEASE

# YOKOHAMA

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For immediate release

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## Yokohama Rubber to Exhibit at the 77th Geneva Motor Show

Tokyo - The Yokohama Rubber Co., Ltd. will participate in the 77th Geneva Motor Show, running from March 6 through March 18, 2007. (March 6 and 7 will be press days.)

At its booth again this year, Yokohama Rubber will present products focusing on its global flagship brand "ADVAN," including the ADVAN Sport for super sports cars and the ADVAN S.T. for next-generation sport utility vehicles (SUVs). Of special interest this time will be the introduction of Run Flat "ADVAN Sport Z.P.S" tires that were released in December 2006 in Japan, together with "S8" tires exclusively for Audi (ADVAN Sport) and the "ADVAN Winter" tires specially developed for the original equipment segment (retail marketing not decided), - highlighting that they have been chosen as original equipment for some of the world's leading premium automobiles.

In addition, a new generation of winter tire - "W.drive" - will be shown for the first time. As for winter versions of the ".drive" series which have been highly evaluated, mainly in Europe, "W.drive" will be introduced this year. The full ".drive" line up will be presented together with the "S.drive," "C.drive" and "A.drive," each of which is already on the market.

The Geneva Motor Show is an international event with a history dating back to 1905. Each year approximately 300 companies in the auto industry exhibit cars, automotive parts, production-related equipment, and products and supplies for repair and maintenance.



Conceptual drawing of the Yokohama Rubber booth

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