

# NEWS RELEASE



# YOKOHAMA

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For immediate release

Contact:  
Corporate Communications Dept.  
The Yokohama Rubber Co., Ltd.  
36-11, Shimbashi 5-chome  
Minato-ku, Tokyo 105-8685  
Phone: 81-3-5400-4531  
Fax: 81-3-5400-4570

## **Yokohama Rubber Donates Over One Million Yen to WWF Japan**

Tokyo – The Yokohama Rubber Co., Ltd., today announced that it donated 1,031,000 yen to WWF Japan (World Wild Fund for Nature Japan) on August 30, 2007. The money is the entire amount of admissions to “Live ecoMOTION”, a charity music event held on July 29 in Shibuya, Tokyo, and contributions collected at the event. WWF is the world’s largest nongovernmental organization (NGO) operating actively in more than 100 countries on the earth. Since October 2006, Yokohama Rubber has been a corporate member of WWF Japan.

Yokohama Rubber sponsored “Live ecoMOTION” to emphasize and communicate the importance of preventing global warming. It was a charity event at an admission price of 500 yen each. Under the theme of “Let’s enjoy music with excitement and think how to protect environment!”, popular artists including MONKEY MAJIK, MEGARYU, Ayaka, mihimaru GT and others appeared on the show without performance fees. The number of visitors to the event exceeded 1,700. While some Yokohama Rubber employees planned the rendering of the event, approximately 40 other employees of the company voluntarily helped to run the event by doing receptionist work, inviting contributions, and distributing flower seeds to visitors.

Yokohama Rubber Group asserts world-class strengths in technologies for protecting the environment as one of the basic policies of Grand Design 100 (GD100) that is the group’s new mid-term management plan started in April 2006. Based on this policy, Yokohama Rubber is currently strengthening its activities to protect environment in all areas encompassing from product development, production to sales. In order to proactively demonstrate these activities based on the corporate policy to outside the company, Yokohama Rubber decided in December 2006 to employ “ecoMOTION” as the slogan for its activities to contribute to environmental protection and is emphasizing the importance of the prevention of global warming through its support to events and activities for the prevention of the environment. The company sponsored the “Live ecoMOTION” as a part of such activities.

横浜ゴム株式会社 広報部広報・IRグループ  
〒105-8685 東京都港区新橋5-36-11 TEL:(03) 5400-4531 FAX:(03) 5400-4570

THE YOKOHAMA RUBBER CO., LTD. CORPORATE COMMUNICATIONS DEPT.

36-11, Shimbashi 5-chome, Minato-ku, Tokyo 105-8685, Japan Telephone: 81-3-5400-4531 Facsimile: 81-3-5400-4570