

NEWS RELEASE



YOKOHAMA

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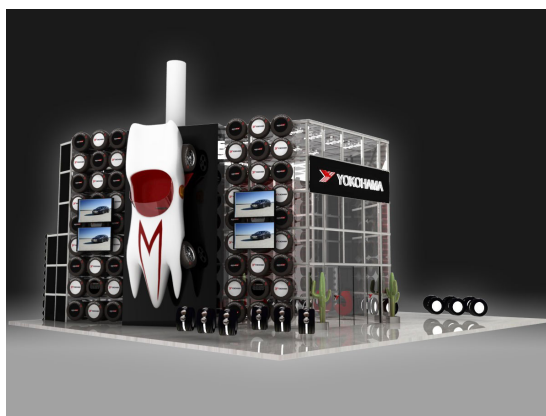
Yokohama Rubber to Exhibit at the Sao Paulo Motor Show Largest Motor Show in Latin America

Tokyo - The Yokohama Rubber Co., Ltd., will participate in the 25th International Automobile Trade Show, which runs from October 27 through November 9 in Sao Paulo, Brazil. The company hopes to increase recognition of the “Yokohama” brand in Latin America, which is a key region in its global growth strategy.

At the Yokohama exhibit, in addition to the company’s global flagship brand “ADVAN,” a wide range of product lineups will be presented, including the “.drive” series popular in Latin America and elsewhere, the SUV tire series “GEOLANDAR,” and the “PARADA Spec-X” aggressive design SUV tire with its distinctive, innovative tread pattern. Also on display will be the “Mach 5” - wearing Yokohama tires - from the Hollywood film *Speed Racer*. Associated with overwhelming speed, the car will be a powerful statement of the high performance of Yokohama tires.

This April, Yokohama established a local subsidiary called “Yokohama Rubber Latin America Comercio Ltda.” in Sao Paulo, Brazil, seeking to strengthen its marketing and increase sales in the largest market in Latin America.

The Sao Paulo Motor Show - the largest motor show in Latin America - is staged every other year. At the previous show, in 2006, a total of 650,000 people visited, 100,000 more than in 2004.



Conceptual image of the Yokohama Rubber exhibit

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