

# NEWS RELEASE



# YOKOHAMA

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For immediate release

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## Yokohama Rubber Posts English “CSR Report 2008” on its Website

Tokyo – The Yokohama Rubber Co., Ltd., posted English PDF files of its "CSR Report 2008" and "Site Information" on its website ([http://www.yrc-pressroom.jp/env/\\_en](http://www.yrc-pressroom.jp/env/_en)) on October 31, 2008. These two cover Yokohama Rubber and its domestic and overseas group companies, and were issued in Japanese at the end of September this year.

The 54-page "CSR Report 2008" describes corporate social responsibility (CSR) activities of the Yokohama Rubber Group, including basic CSR-related concepts and policies, the company's environmental-aspect activities to combat global warming, reduce waste and develop environmentally sound products, and its social-aspect activities related to employees, customers, shareholders/investors, suppliers and local communities. "Site Information" presents CSR activities at each production base – eight factories/plants and 14 domestic and overseas group companies – of Yokohama Rubber.

Yokohama Rubber has published a report annually since 2000 on environmental aspects of its activities, and has included information on social aspects since 2004. It posted the first English PDF version on its website in 2007. In 2008, the nature of the report was redefined as “disclosure of CSR-related information” and, accordingly, the title was changed from "Environmental and Social Report" (used up to last year) to “CSR Report.”

With the company's new medium-range management plan “GD100” launched in 2006, and with inclusion in it of a basic policy to “assert world-class strengths in technologies for protecting the environment,” Yokohama Rubber, in June of this year, established its “CSR Division,” and a “CSR & Environmental Affairs Council” chaired by its president, to further strengthen its CSR management. Deeming “responsibility” in the phrase “corporate social responsibility” to mean that the actions of the company must be approved and trusted, Yokohama Rubber endeavors to become a “planet-friendly enterprise” that earns the solid trust of society.

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