

# NEWS RELEASE



# YOKOHAMA

December 25, 2008  
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 Hero's Car from the Film "Speed Racer" to Museum

Tokyo - The Yokohama Rubber Co., Ltd., announced that, as part of its social contribution activities, it had donated a replica of the car named "Mach 5" to the Nasu Classic Car Museum. The car is fitted with YOKOHAMA tires, and is driven by the hero in the Hollywood film *Speed Racer*. The donation took place on December 22.

*Speed Racer* is a live-action film based on the Japanese popular animation series "Mach Go Go Go," which was aired in Japan in 1967. The production team from the *Matrix* movies recreated it as a live-action film using stunning computer graphics, and it was released in major international markets this summer. As a super sports car boasting a unique design and eight secret weapons, the Mach 5 has become popular as the ultimate car among children and others who have seen the film since its release. The donation came about after Yokohama Rubber and the museum agreed on their shared desire to "convey adoration, dreams, and joy of cars to children."

Yokohama Rubber had a product placement agreement for the production of *Speed Racer*, and also carried out extensive promotional activities in some 40 countries before it was released. The replica was used on such occasions.

The Nasu Classic Car Museum exhibits a number of famous, classic cars dating all the way to the beginning of the 1900s, to the inception of the motor vehicle, some bearing the appearance of horse-drawn carriages, and one that set a world speed record in 1930. Located in Nasu, a popular tourist destination, it is visited by many families with children.



The Mach 5 is displayed in a way that allows visitors to appreciate it close-up.



Famous, classic cars on display.

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丁目36番11号 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