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Yokohama Rubber to Exhibit at Paris Motor Show

Tokyo – The Yokohama Rubber Co., Ltd., will participate in the Paris Motor Show (officially named the Mondial de l'Automobile), which runs from October 4th through the 19th (the 2nd and 3rd will be press days). Yokohama Rubber will display products integrating the latest tire technology, including its global flagship brand “ADVAN” series. A “Parotech P24” – a tuned Touareg, Volkswagen's first premium SUV – will also be displayed.

In addition, the “.drive” series of tires popular in Europe, the SUV tire series “GEOLANDAR” and the “PARADA Spec-X” high-performance SUV tire with its distinctive, innovative tread pattern will be presented.

Begun in 1898, the Paris Motor Show is the world's oldest motor show, and is staged every other year. It enjoys the highest number of visitors of the world's five largest motor shows – 1.43 million people at the previous show, in 2006. With applications for participation received from more than 300 auto-related brands in 23 countries, this year's show is expected to be even bigger than the last one.



Conceptual image of Yokohama exhibition site

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