

NEWS RELEASE

YOKOHAMA

March 19, 2009
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 Enters Global Replacement Market for High-Pressure Hoses with New Product Line Dubbed “Exceed”

Newly developed product line is for off-the-road equipment and for machine tools

Tokyo—The Yokohama Rubber Co., Ltd., announced today that it will establish a full-fledged presence in the global market for replacement high-pressure hoses. Yokohama is a leading supplier of high-pressure hydraulic hoses to manufacturers of off-the-road equipment and machine tools around the world. In April, it will begin marketing those hoses widely to equipment users in the replacement market.

Yokohama’s already-large presence in supplying high-pressure hoses to equipment manufacturers reflects the company’s leadership in fulfilling the most-demanding technological requirements. So Yokohama’s long-awaited, full-fledged entry into the global replacement market is welcome news for equipment users.

“Exceed” is the name of a new line of high-pressure hoses that Yokohama has developed especially for users in the global marketplace. The larger-diameter Exceed hoses feature spiral construction, which is a highly regarded configuration in high-pressure hydraulic systems. All of the Exceed hoses conform to highest grades in regard to pressure and durability under the SAE standards and other international standards. And all of the Exceed hoses are extremely light and offer superior flexibility. They therefore present minimal space requirements and thus facilitate size reductions in off-the-road equipment and in machine tools.



Exceed hoses

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

Yokohama will initially market the Exceed hoses in 10 sizes and for pressures from 21 megapascals to 35 megapascals. It has adopted the ISO 18752 international standard, instituted in July 2006, to simplify product selection for users. The company is further appealing to users by deploying product options in reference to maximal application pressure and optimal aperture. That is in contrast with the traditional practice of promoting hoses in regard to textile reinforcement and steel-mesh reinforcement.