

# NEWS RELEASE



March 2, 2009  
For immediate release

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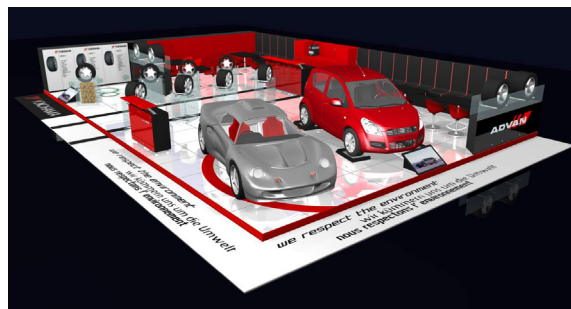
## **Eco-Flagship Tires to be Shown in Europe for the First Time Yokohama Rubber to Exhibit at the Geneva Motor Show 2009**

Tokyo - The Yokohama Rubber Co., Ltd., has announced that it will participate in the Geneva Motor Show 2009, which runs from March 3, Tuesday, through March 15, Sunday (March 3 and 4 will be press days), in Geneva, Switzerland. In addition to its global flagship brand “ADVAN,” Yokohama Rubber will release its new “dB super E-spec<sup>\*1</sup>” - eco-flagship tires for Europe - publicizing their high-level of performance as well as the global environmental commitment of Yokohama Rubber.

The “dB super E-spec” is the ultimate eco-tire designed to be environmentally friendly in all respects. Employing various state-of-the-art technologies to enhance environmental performance and improve the rate of use of non-petroleum-derived resources in raw materials to 80%, Yokohama Rubber has realized the highest fuel-saving performance within its eco-tire series. Planning to offer the tire in the European market this coming summer, Yokohama Rubber will carry out a strong campaign in advance of the release.

At the Geneva Motor Show, together with the “ADVAN Sport” for high-powered saloons and the “ADVAN S.T.” for next-generation SUVs, a street-sport tire, the “ADVAN NEOVA AD08,” to be marketed in the summer (released in February in Japan), will be introduced. In addition, the full four-product lineup of “.drive” series tires, which has earned high praise in Europe, will be exhibited. The centerpiece will be the new “W.drive” winter tire, scheduled to be released this coming winter.

The Geneva Motor Show, one of the five largest motor shows in the world, is an international event with a history dating back to 1905. This will be the 79th show. Approximately 250 companies in the auto industry will exhibit cars, automotive parts, production-related equipment, and products and supplies for repair and maintenance.



Conceptual image of Yokohama exhibition site

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