

NEWS RELEASE

YOKOHAMA

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For immediate release

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“Yokohama Store” Opens in the Nürburgring

Tokyo - The Yokohama Rubber Co., Ltd., announced that on Saturday, March 27, 2010, it opened the “Yokohama Store,” managed directly by its subsidiary Yokohama Europe GmbH, at the Nürburgring in Germany, one of the most well-known racing circuits in Europe. President Osamu Mikami of Yokohama Europe GmbH and many representatives of local media were present at the opening ceremony on the 27th. Yokohama Rubber is the first Japanese tire manufacturer to open a directly managed shop at the circuit.

Having established the “Yokohama Test Center” at the circuit, Yokohama Rubber is developing high-performance tires there. In addition, “YOKOHAMA” and “ADVAN” are used as corner names. In such ways, Yokohama Rubber is endeavoring to improve recognition of its global brand. The “Yokohama Store” represents further outreach to regular users.

The Yokohama Store measures 300 square meters and consists of two rooms. In the show room, Yokohama Rubber’s global flagship brand “ADVAN” and other Yokohama Rubber tires in various categories are displayed. Original goods, including caps, shirts and watches are sold, and light meals are available. The second room will be used for meetings and other events staged for customers and fans.

As part of recent efforts to develop new business at the Nürburgring, a leisure facility for ordinary users is being constructed. Nearby are a large shopping mall, a theme park where automobile manufacturers have shops, an automobile museum, a concert hall and hotels.



Mr. Mikami, president of Yokohama Europe GmbH,
speaks at the opening ceremony

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