

NEWS RELEASE

YOKOHAMA

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Yokohama Rubber to Exhibit at Auto China 2010

Keyword “Orange Oil”: High Environmental and Driving Performance

Tokyo - The Yokohama Rubber Co., Ltd., will participate in Auto China 2010, which will run from April 23, Friday, through May 2, Sunday (April 23 and 24 will be press days), in Beijing.

The theme of the Yokohama Rubber booth will be achieving both high environmental and driving performance. In order to demonstrate the concept, the point will be emphasized that Yokohama Rubber supplies eco racing tires using an orange oil mixture as one-make tires to the popular China Circuit Championship (touring car race) in China. Orange oil makes rubber more flexible and improves grip, helping realize both better environmental and driving performance. In Japan it is used in the Eco Tire DNA series. Yokohama Rubber also provides eco racing tires with orange oil to various domestic and international races, including the FIA World Touring Car Championship and International F3 Macau Grand Prix. The booth in Beijing will feature presentations, a VTR on orange oil, and exhibition of a vehicle from the China Circuit Championship.

Product exhibitions will include the global flagship brand “ADVAN” and a full lineup of tires for passenger cars, SUVs, trucks and buses, all sold in China. In addition, there will be various events to draw the participation and attention of visitors, such as samba dances. Yokohama Rubber hopes - together with visitors to the auto show - to liven up the spirit and improve recognition of the brand.

In China, internationally prestigious auto shows are staged every year, alternately in Beijing and Shanghai. At Auto China 2008 in Beijing, 2,100 auto-related manufacturers from all over the world exhibited their products, and some 680,000 people attended.



Conceptual image of Yokohama exhibition site

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