

NEWS RELEASE



THE YOKOHAMA RUBBER CO., LTD.
36-11, Shimbashi 5-chome, Minato-ku,
Tokyo 105-8685, Japan

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Contact:
Takao Kikuchi
Corporate Communications Dept.
Phone: 81-3-5400-4531
Fax: 81-3-5400-4570

Yokohama Rubber to Exhibit at the Tokyo Motor Show 2011

Tokyo – The Yokohama Rubber Co., Ltd., announced today that it will participate in the Tokyo Motor Show 2011, which will run from November 30, through December 11 (open to the general public from December 3), at Tokyo Big Sight in Koto-ku, Tokyo. To enhance recognition of its new eco tire BluEarth concept of being environmentally, human and socially friendly, Yokohama Rubber will present some of its ideas, technology and activities being carried out under the concept.

In the area of product development, not only the BluEarth brand tire series but also other tires developed based on the BluEarth concept will be exhibited. The company's latest environmental technology will also be explained, including the "nano BLEND Compound" containing orange oil and the AIRTEX Advanced liner, which can substantially mitigate natural air leakage.

Among activities looking into the next generation, efforts to find harmony between the "Fun to Drive" and the environment, and research and development of electric vehicle (EV) tires, will also shown. For example, the Pikes Peak International Hill Climb in which Yokohama Rubber has taken part with EV racing cars for three consecutive years, referring to the race as the "Team Yokohama EV Challenge." This year, fitted with BluEarth prototype tires, the team accomplished the outstanding feat of substantially besting the previous all-time record for an EV – indeed, the second year in a row it has done so. The EV car that participated will be displayed at the booth.

A concept tire developed as the company's future tire design will also be shown. Employing "Nature Design" inspired by forms and phenomena existing in the natural environment, it was released at the Good Design Expo 2011 in August and met with a very positive response from the visitors.

Launched in 1954, the Tokyo Motor Show is one of five major international motor shows. This year, 176 exhibitors from twelve countries and one region are expected to participate in. The previous show, in 2009, saw about 614,000 visitors.



Image of the Yokohama booth