

NEWS RELEASE



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New Styles Proposed with ADVAN and BluEarth **Yokohama Rubber to Exhibit at Tokyo Auto Salon 2011**

Tokyo - The Yokohama Rubber Co., Ltd., announced today that it will participate with an exhibition at Tokyo Auto Salon 2011 with NAPAC, to be held from Friday, January 14, through Sunday, January 16, 2011, at Makuhari Messe in Chiba City, Chiba Prefecture. Featuring two brands – the global flagship brand ADVAN, and BluEarth, based on the new tire production concept “Further Improvement of Environmental Performance and Friendly to People and Society” – new styles combining the aspects of “driving” and “environment” will be shown.

With a larger and more extensive booth than ever, Yokohama Rubber will present its “premium,” “sports” and “environment” styles in three zones. The attractive exhibition will comprise dressed-up cars fitted with ADVAN and BluEarth tires to evoke a specific concept image of each zone. In the environment zone, the AEROPRIUS YURASTYLE neo, designed by Takuya Yura, which completed a run of 1,000 miles without refueling, and the EV racing car that turned in the best performance at the 2010 Pikes Peak International Hill Climb – the best-known hill climb in the world – will be displayed. They will highlight Yokohama Rubber’s environmental technology seeking not only fuel efficiency, but the “joy of driving.”

The ADVAN Sport for high-power saloon cars, the ADVAN NEOVA AD08 for street sports cars and the premium comfort tire ADVAN dB will be exhibited together with the full line of new BluEarth tires including the flagship BluEarth-1, the premium BluEarth RV-01 for minivans, and the standard tire BluEarth AE-01.

As was the case last year, there will be a “tire concierge” to provide consultations on “inch-up”, etc., and visitor-participation events. A conversation on stage featuring race drivers Manabu Orido and Nobuteru Taniguchi is planned for 2:00 – 3:00 p.m., January 16; please confirm details at the booth.



Conceptual drawing of the Yokohama Rubber booth