

NEWS RELEASE



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January 5, 2011
For immediate release

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Yokohama Rubber's U.S. Subsidiary Joins Highest Tier of State Environmental Program

Tokyo - The Yokohama Rubber Co., Ltd., announced today that the Salem plant of Yokohama Tire Corporation (YTC), its U.S. tire manufacturing and sales subsidiary, was recognized in December 2010 as an Extraordinary Environmental Enterprise (E4) in the Virginia Environmental Excellence Program (VEEP). Among the 450 participants in VEEP, only about thirty have qualified as E4 members – the highest tier.

The state of Virginia launched VEEP in July 2005 as a cooperative endeavor with companies and organizations located in the state aimed at improving environmental management and fighting pollution. There are three categories of membership, depending on a company's level of environmental commitment and performance: Environmental Enterprise (E2), Exemplary Environmental Enterprise (E3), and Extraordinary Environmental Enterprise (E4). Benefits include public recognition for their accomplishments, as well as more tangible incentives such as reduced permitting fees and regulatory flexibility.

The Salem plant, with a range of comprehensive environmental protection activities carried out on a daily basis and a solid record of sustained environmental compliance, has been admitted to level E4. In addition to the requirements of E2 and E3, E4 members are required to have completed one full environmental management system (EMS) cycle (i.e., issuance of an environmental policy → action planning → implementation and control → checking and corrective action → management review), to undergo external inspection of their EMS, and to issue progress reports (more than three) on their continuing environmental and regional efforts. After a review of documents, on-site auditing recognized that all E4-level requirements had been met, and the plant was so certified.



YTC former Vice President Tadashi Suzuki (right), Neil Dalton, Director of Environment Health and Safety at YTC (center), and David Miles, Virginia Department of Environmental Quality VEEP official (left).