

NEWS RELEASE



THE YOKOHAMA RUBBER CO., LTD.
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For immediate release

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Yokohama Rubber Announces Senior Management Changes

Tokyo – At a meeting held on February 14, 2011, the board of directors of Yokohama Rubber decided the following management changes in member of board and corporate officers to become effective on April 1, 2011.

Promoted to Director and Senior Managing Corporate Officer (current position)

Hikomitsu Noji

Director and Senior Managing Corporate Officer, President of Tire Group

(Director and Managing Corporate Officer, President of Tire Group, General Manager of Tire Global Production Div.)

Changes in Position (current position)

Shinichi Suzuki

Managing Corporate Officer, General Manager of Tire Global Production Div., General Manager of Russia Tire Plant Div., General Manager of Tire Production HR Dept.

(Managing Corporate Officer, in charge of MIS Dept., General Manager of Tire Global Logistics Div., General Manager of Russia Tire Plant Div.)

Tadashi Suzuki

Corporate Officer, in charge of MIS Dept., General Manager of Tire Global Logistics Div.

(Corporate Officer, Deputy General Manager of Tire Global Production Div., General Manager of Tire Production HR Dept.)