

NEWS RELEASE



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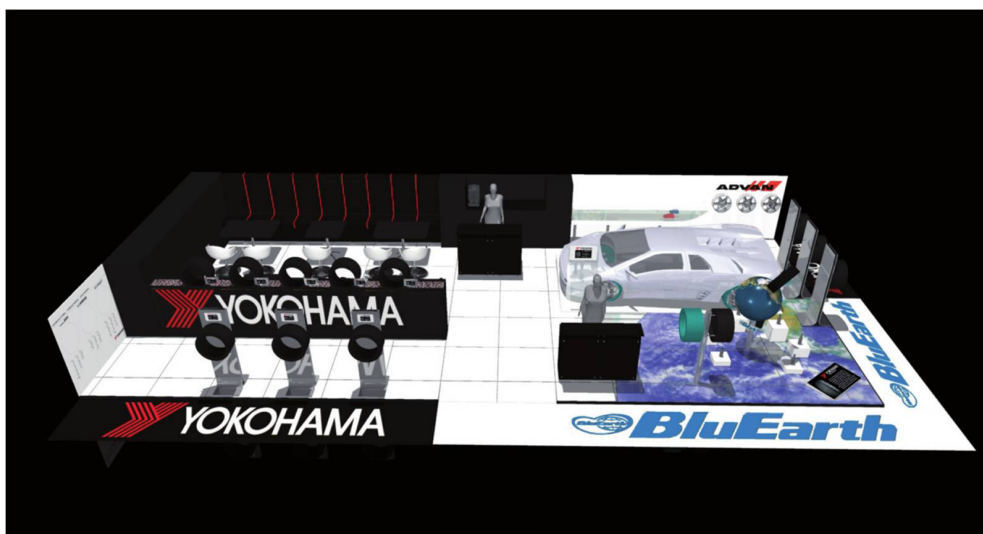
Yokohama Rubber to Exhibit at International Motor Show in Geneva *European Premier of BluEarth Series*

Tokyo - The Yokohama Rubber Co., Ltd., announced today that it will participate in this year's International Motor Show in Geneva, Switzerland, with the European premier of its BluEarth series launched initially in Japan in 2010. The show will run from March 3 through March 13 (March 1 and 2 will be press days). Yokohama Rubber will exhibit at booth 5033 in Hall 5.

BluEarth is a new eco tire series based on an environmentally, human and socially friendly concept, and Yokohama Rubber will introduce its first product into the European market at Geneva. The new product will be displayed with Yokohama's latest technologies on a special display shaped as a globe. The blue-colored concept tires will be fitted on a prototype of a hybrid Veritas RS III Roadster*.

Yokohama Rubber's premium ADVAN series, the GEOLANDAR series for 4x4s and SUVs, and the "drive" series, as well as a collection of the company's original premium alloy wheels, will also be displayed.

Invitation to Journalists: Yokohama Rubber will hold a press conference on March 1, 2011, at 12:30 p.m., at booth 5033 in Hall 5.



Booth Design

*Veritas (Vermot AG; <http://vermot-ag.com/>) is a sport car manufacturer located near the Nürburgring in Germany. Its history began with a number of famous and successful race cars in the late 1940s and 1950s.