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For immediate release

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Yokohama Rubber Markets New Eco Tire – the BluEarth Series – in Europe

The First “BluEarth” Tire to be Launched at International Motor Show in Geneva

Tokyo – The Yokohama Rubber Co., Ltd., announced today that it will launch its new BluEarth eco tire series – an environmentally, human and socially friendly tire – in Europe. As the first product in the series, the flagship product BluEarth-1 will be available from April 2011. Possessing high levels of both environmental performance and safety, the BluEarth-1 also realizes performance friendly to people, including a more comfortable, quieter ride and reduced tire noise outside the car.

The concept of the BluEarth series is reducing specific burdens on drivers, passengers and surrounding living environments based on improved fuel efficiency through reducing rolling resistance, as well as maintaining safety. To those ends, Yokohama Rubber develops its own technologies to realize performance friendly to the environment, society and people and delivers them through its products. Hereafter, the company will accelerate development of products based on the concept by incorporating such technologies in replacement and original equipment tires for new cars and will expand the BluEarth series. Yokohama Rubber plans to promote the series globally – not only in Europe, but throughout the world.





The Flagship tire, BluEarth-1

The Flagship BluEarth tire.

 **BluEarth-1**

NEW
2011



THE SUPER FUEL SAVING TIRE by YOKOHAMA

Features

- nano BLEND compound with Orange Oil
- Advanced Inner Liner
- Light Weight Design
- AERO Dynamics
- Environmental Design





BluEarth Technologies: nano BLEND Compound

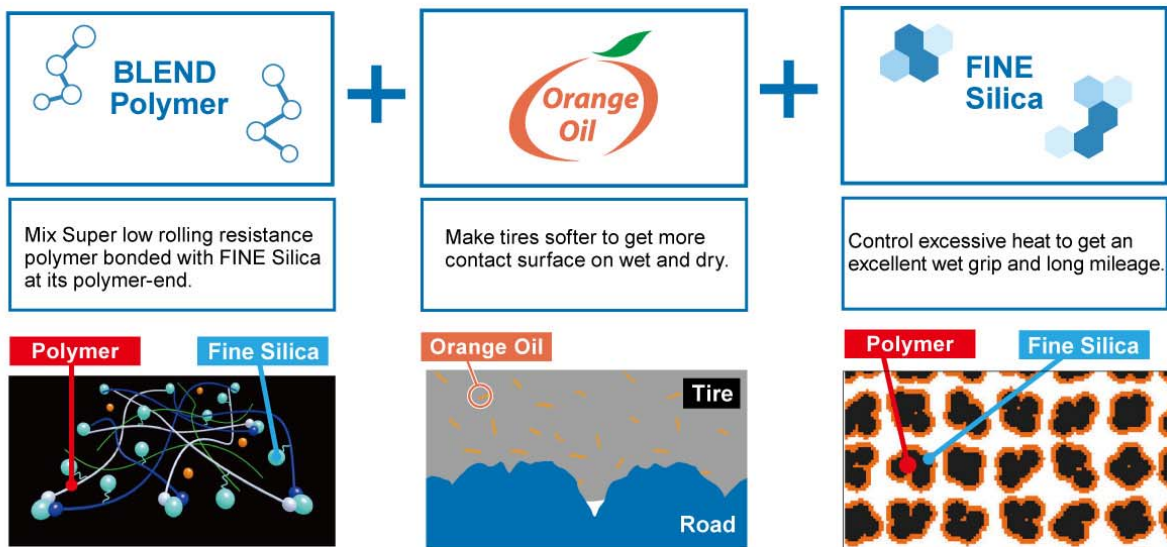
1 nano BLEND compound

Advanced blending technology for the ultimate balance of performance

YOKOHAMA's new core technology to control chemical reactions of materials by nano composition level.
This delivers the ultimate balance of 3 performances.

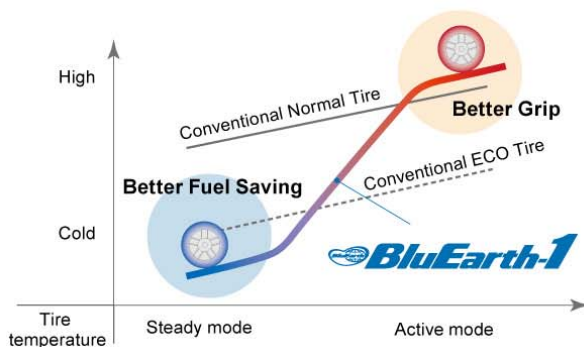


3 main materials of nano BLEND compound



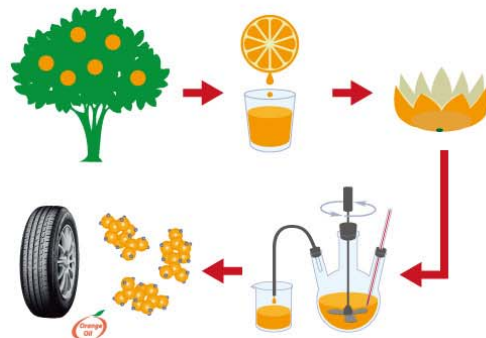
2 Dual mode function

In steady mode, the compound works to ensure lower rolling resistance. During active mode, the compound generates heat quickly to deliver better grip.



3 Orange Oil, a natural material

Extracted from used orange peel. Because Orange Oil and Natural Rubber molecules share similar architecture, they're well mixed and can work effectively.





BluEarth Technologies; Construction and Design

1 Environmental Design

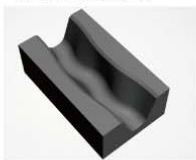
Asymmetric Tread Design and Fuel Saving Construction.

The Asymmetric Design delivers excellent wet grip by its inside area as well as handling stability by its outside area. The Fuel Saving Construction with fully new parts delivers an ultimate balance of performances such as fuel saving, safety and stability.

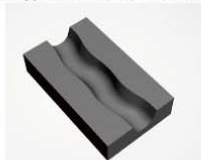
Wet; Hybrid Wave Grooves

The grooves with waving shape of its groove wall. The pitch of wave becomes more narrow at the bottom of the groove. Increasing edge effect of grooves by wear progress can avoid a dropdown of wet performance.

New condition



50% condition in use



Silent; 5 Pitch Tread Pattern

5 pitch variation of tread pattern deliver excellent silent pattern noise by canceling noise each other.



5 Pitch variation

Fuel Saving, Wear Saving

Uneven hear-up delivers a high rolling resistance and a rapid wear. BluEarth-1 has anti heat compound for sidewall and under tread in order to reduce environmental impacts.

Heat Simulation



Current

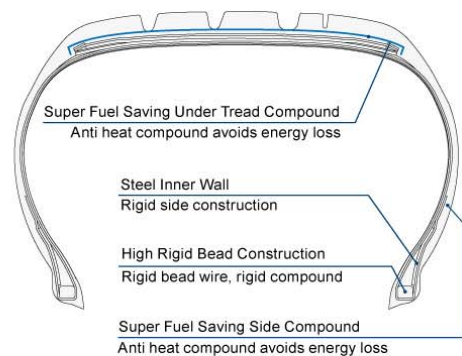
BluEarth-1

Tread Pattern Design



Hybrid Wave Grooves

Construction Design



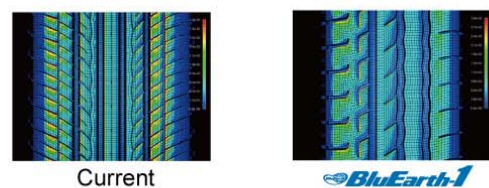
Super Fuel Saving Under Tread Compound
Anti heat compound avoids energy loss

Steel Inner Wall
Rigid side construction

High Rigid Bead Construction
Rigid bead wire, rigid compound

Super Fuel Saving Side Compound
Anti heat compound avoids energy loss

Wear Simulation



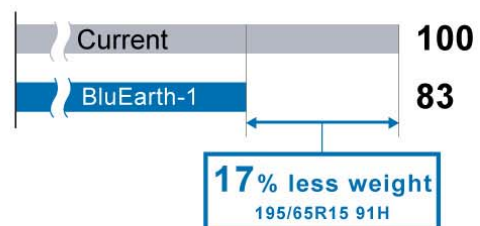
Current

BluEarth-1

2 Light Weight Design

17% more light weight delivers Fuel Saving

The weight of tires effects to fuel consumptions because a vehicle needs more power to roll heavy tires. BluEarth-1 has amazing light weight construction as well as keeping stiffness for steady drive performance.



Heavy Weight Tire needs more power, fuel.



Light Weight Tire needs less power, fuel.



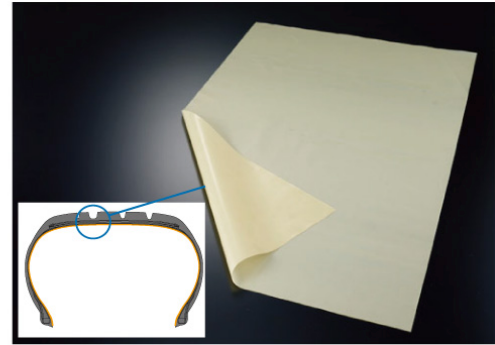
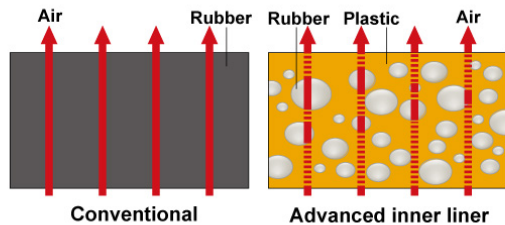
3 Advanced inner liner; Anti air loss inner liner

Reduces air leak up to 36%

Advanced inner liner delivers anti air loss performance up to 36% less than conventional by its anti penetrative character for air. Advanced inner liner supports driver's maintenance by keeping suitable air pressure, which delivers a real performance of tires.

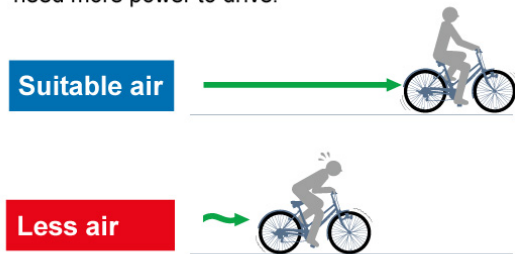
Why Advanced inner liner can reduce air loss?

Advanced inner liner has flexible rubber as well as original plastic which has anti air penetrative character. Air loss of tires is available due to a characteristic of rubber however advanced inner liner can reduce air loss speed of tires.



Air pressure effects fuel consumption

Bicycle tires lose their air by time passing, and a bicycle without suitable air pressure needs more power to drive because of high rolling resistance. Vehicle tires without suitable air pressure likewise need more power to drive.



4 AERO Dynamics Design

A new development theme for tires

Air resistance is one of factors causing high fuel consumption, and it become more important on high speed range. BluEarth-1 has been developed by using original aero dynamics simulation system and wind tunnel testing.

Dimple Design delivers low air resistance

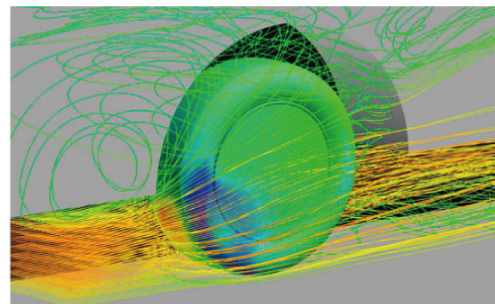
Many dimples on its sidewall and shoulders avoid a turbulence caused at the backside of a tire by controlling air-flow.



Surface of a golf ball



Dimple design for BluEarth-1



Aero dynamics simulation



Wind tunnel testing

Dent design for side brandings

BluEarth-1 has dent design for its brandings in order to reduce air resistance as much as possible.



Dent designed side brandings



Available sizes

The advanced performance will be available from April 2011.

Inch	Series	Size	Overall Diameter*	Overall Width*	Standard Rim Width*	Approved Rim Width*
17	45	★215/45R 17 91W	626	213	7.0	7.0-8.0
15	65	185/65R15 88H	621	189	5.5	5.0-6.5
		195/65R15 91H	635	201	6.0	5.5-7.0

★=Extra load

*=ETRTO standard specification data from ETRTO standard manual 2010