

March 31, 2011
For immediate release

Contact:
Takao Kikuchi
Corporate Communications Dept.
Phone: 81-3-5400-4531
Fax: 81-3-5400-4570

Yokohama Rubber to Provide BluEarth-1 Tires to FIA Eco Car Races

Tokyo - The Yokohama Rubber Co., Ltd., announced that it is providing its new eco tire – the BluEarth-1 – to TEAM MECA SPORT PASSION, participating in the Monte Carlo Rally for Alternative Energy Vehicles, part of the FIA Alternative Energies Cup. The team is sponsored by TOYOTA FRANCE, by a TOYOTA dealer of Gap (the capital of the Hautes-Alpes department) and by Yokohama Rubber through Yokohama France. Four Toyota hybrid cars will be equipped with BluEarth-1 tires. The rally will take place in the Principality of Monaco from March 31 through April 3.

BluEarth-1 is the flagship model of Yokohama Rubber's BluEarth series based on an environmentally, human and socially friendly concept. It delivers performance friendly to people, including a more comfortable, quieter ride and reduced tire noise outside the car, in addition to high levels of both environmental performance and safety. Released in March in Japan, the BluEarth-1 will be marketed overseas, starting in Europe in April.

The FIA Alternative Energies Cup is a series of eco car races organized by Fédération Internationale de l'Automobile (FIA). Competition is based on speed and average fuel consumption. This year, twelve races will be staged in ten countries in various formats, including rallies and 24-hour endurance races. TEAM MECA SPORT PASSION plans to compete in 8 of the 12 races.



*Four TOYOTA hybrid vehicles and TEAM MECA
SPORT PASSION*



*BluEarth-1 and Toyota Auris Hybrid, which will
participate in the race*