

NEWS RELEASE



THE YOKOHAMA RUBBER CO., LTD.
36-11, Shimbashi 5-chome, Minato-ku,
Tokyo 105-8685, Japan

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

Yokohama Rubber to Exhibit for the First Time at EVER Monaco

Tokyo - The Yokohama Rubber Co., Ltd., announced today that it is taking part in EVER Monaco 2011 – the Ecologic Vehicles & Renewable Energies International Conference & Exhibition (“EVER”) – its first such participation. The event will run from March 31 through April 3 in the Principality of Monaco. Yokohama Rubber exhibits the BluEarth-1, the first product in its new eco tire series BluEarth, which will be released in Europe in April.

BluEarth-1, the flagship model of the series, 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. Based on its environmentally, human and socially friendly concept, the BluEarth series aim to reduce specific burdens on drivers, passengers and surrounding living environments while realizing both improved fuel efficiency through reduced rolling resistance and superior safety performance. Yokohama Rubber plans to expand its marketing of the BluEarth series worldwide.

EVER Monaco was launched in 2006 with the support of HSH Prince Albert II of Monaco. It consists of an eco car section displaying electric vehicles (EVs), hybrid cars, fuel cell electric vehicles and related parts, and a renewable energy section featuring technologies using natural energies. Last year, about 70 companies and organizations exhibited, drawing about 10,000 visitors.