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For immediate release

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Yokohama Rubber Receives Letter of Appreciation from Japanese Embassy in Moscow

Tokyo - The Yokohama Rubber Co., Ltd., announced today that it had been given a letter of appreciation from the Japanese ambassador to the Russian Federation, Mr. Chikahito Harada, in recognition of its contribution to supports for the people affected by the East Japan Great Earthquake through charity events carried out at InterAuto Moscow 2011, held from August 24 to 28. A ceremony was held on September 8 at the Japanese Embassy in Moscow, where the letter was presented to Mr. Junichi Okishima, president of Yokohama Russia L.L.C.

At InterAuto Moscow 2011, in addition to exhibiting tires, etc., Yokohama Rubber staged *Ninja* and *Oiran* (high-ranking geisha) shows by performers from Edo Wonderland in Nikko, Tochigi Prefecture to give Russian people the experience of Japanese traditional entertainments. There was also a high-speed drifting exhibition – referred to as the “YOKOHAMA SPEED FESTIVAL” – by Team Orange, known for similar shows in Japan, and demonstration runs by drivers from the Russian Touring Car Championship (RTCC).

Charity activities for the earthquake disaster included collection boxes at a special site of the motor show, and auctions, booths, and more, with all proceeds donated to relief efforts. There was also an exhibition of tsunami photographs taken by Mr. Satoshi Ueda, a photographer who was born in an affected area. Visitors to the show were able to leave messages on a bulletin board to encourage Japanese people.

Recognizing Russia as an important, growing market, Yokohama Rubber has been expanding its business there. Yokohama Rubber has established two companies in Russia jointly with ITOCHU Corporation: in April 2005, Yokohama Russia L.L.C., a tire sales company (invested 80%/20% respectively) and in August 2009, L.L.C. YOKOHAMA R.P.Z., a tire sales and manufacturing company (invested 80%/20% respectively). Numbers of tires sold have increased annually to more than two million in FY2010. Local production of tires will be launched within the current fiscal year.



President Okishima (right) with the letter of appreciation

<Reference>

Exhibited at InterAuto Moscow 2011

Together with Yokohama Rubber's new eco tire BluEarth, a full line up of tires for passenger cars, tires for SUVs, snow tires and aluminum wheels, all sold in Russia, were exhibited. There were also various corners offering information on construction of a Russian manufacturing plant, collaboration in the latest film by Disney/Pixar, "CARS 2," a special display of a huge 32-inch tire, and more. Porsche and Lexus automobiles tuned as image cars and fitted with "high-inch" snow tires strongly emphasized the image of "high performance Yokohama." The history, etc., of Yokohama Rubber and Yokohama tires was presented on panel boards.

On the press day, a rolling resistance test of BluEarth tires was carried out, highlighting the excellent rolling resistance performance of the tires prior to launch of sales in Russia.



Yokohama Booth



A 32-inch tire



Aluminum wheel corner



Oiran Show



Testing rolling resistance of BluEarth tire



Autograph session with Team Orange