

# NEWS RELEASE



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## **Yokohama Rubber Opens Official Twitter Account in English**

Tokyo - The Yokohama Rubber Co., Ltd., announced today that it had opened an official Twitter account in English on September 20. Yokohama Rubber will affirmatively use this social media as a tool to disseminate information on its various business activities globally.

The account name is “@YRC\_Global.” Together with word of issuance of news releases, we will be announcing primarily the updated information on tires and wheels, motor sports events, IR activities and more within Yokohama Rubber’s English web sites. In addition, the company will enrich the content of information by re-tweeting tweets of Yokohama Rubber Group companies around the world that use Twitter.

In February, Yokohama Rubber opened an official Twitter account (@YokohamaRubber) in Japanese and has been enjoying a continually increasing number of followers. There, in addition to information on news releases and web-site renewals, the company tweets on events promoting public awareness of tire safety and exhibitions, with links to pictures, etc.