

NEWS RELEASE



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Yokohama Rubber to Exhibit at AUTOSPORT INTERNATIONAL 2012 in U.K.

Tokyo - The Yokohama Rubber Co., Ltd., announced today that its UK distributor, Yokohama H. P. T, Ltd., will participate in AUTOSPORT INTERNATIONAL The Racing Car Show, which will run from January 12 through 15, 2012, (open to the general public on the 14th and 15th) in Birmingham, England.

With its exciting exhibition of racing vehicles including some of Formula 1 cars, AUTOSPORT INTERNATIONAL is the largest motorsports show in the world and a magnet for motorsports-related industries. This will be the 22nd show and is expected to draw about 600 exhibiting companies and 80,000 visitors.

Yokohama Rubber is endeavoring to improve recognition of its tires in Europe through involvement in motorsports, including supplying control tires to the WTCC*¹ and providing tires to teams participating in the popular European IRC*². Displays at the Yokohama booth will be focused on ADVAN racing and rally tires, whose high levels of performance have already been proven in the motorsports field, and will emphasize Yokohama tires' high performance and high quality.

*1: FIA World Touring Car Championship

*2: Intercontinental Rally Challenge

Replacement tires reflecting Yokohama's high levels of technology fostered through participation in motorsports will be shown – the wide-ranging lineup of Yokohama's tires starting with the global flagship brand ADVAN series, the GEOLANDAR series for SUVs, and the environmental flagship tire BluEarth-1, which was released in Europe in April 2011.



Image of the Yokohama booth