

NEWS RELEASE



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Yokohama Rubber to Exhibit at 2012 Geneva Motor Show

Tokyo - The Yokohama Rubber Co., Ltd., announced today that it will participate in the 82nd Geneva Motor Show in Geneva, Switzerland. The show will run from March 6 through March 18, 2012 (March 6 and 7 will be press days). Yokohama Rubber will exhibit new two products, coordinated with their release in Europe that month, and will also present its concept for the tire of the future.

Those new products are the standard model BluEarth AE-01 from the fuel-efficient passenger-car tire series BluEarth, and next-generation SUV tires – GEOLANDAR SUV – with improved fuel efficiency. Both were developed based on the BluEarth concept of “being human and socially friendly combined with improvements to environmental performance.” In addition to their low fuel consumption, safety and comfort have also been enhanced. From Yokohama’s global flagship brand ADVAN, used as original equipment tires on many of the world’s premium automobiles, the ADVAN Sport V105, ADVAN S.T. and others will be displayed.

Yokohama’s concept tire for the future adopts “Nature Design” inspired by forms and phenomena existing in the natural environment. It will be shown together with an electric formula car, the YOKOHAMA Formula EV X-01, produced by the Japan EV Club, with which Yokohama collaborates. In this way, Yokohama Rubber demonstrates its corporate commitment to pursuing driving pleasure while maintaining consideration for the environment and people – as well, of course, as its technical strengths allowing it to realize them.

With a history dating back to 1905, the Geneva Motor Show is one of the five largest motor shows in the world. Last year, 247 companies in the automotive industry took part and about 735,000 people attended. This will be Yokohama Rubber’s 10th consecutive year of participation in the show, starting in 2003.

Invitation to Journalists: YOKOHAMA will hold a press conference and reveal its new tire products on Tuesday, 6th March 2012, at 14:45 p.m., at booth 5033 in Hall 5.



Image of the Yokohama booth