

NEWS RELEASE



THE YOKOHAMA RUBBER CO., LTD.

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For immediate release

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Yokohama Rubber Announces Changes in Senior Management

Tokyo – The Yokohama Rubber Co., Ltd, announced today the following changes in senior management responsibilities and the appointment of new corporate officers, as decided at the December 10, 2013, meeting of the board of directors. The changes will be effective as of January 1, 2014.

Changes in directors' responsibilities

	<i>New position</i>	<i>Current position</i>
Tooru Kobayashi	Director and Executive Vice President, Head of Corporate Planning Div., President of Yokohama Business Association Corporation	Director and Executive Vice President, Head of Corporate Planning Div., President of Multiple Business, President of Yokohama Business Association Corporation
Yuji Goto	Director and Senior Managing Corporate Officer, Chief Tire Production Officer, Head of Tire Production Div.	Director and Senior Managing Corporate Officer, President of Tire Business, Head of Tire Production Div.
Takao Oishi	Director and Managing Corporate Officer, President of Multiple Business	Director and Managing Corporate Officer, Vice President of Multiple Business, Head of Multiple Business Global Sales & Marketing Div.
Hideto Katsuragawa	Director and Corporate Officer, Head of Tire Business Planning Div., Head of Tire Logistics Div.	Director and Corporate Officer, Head of Tire Business Planning Div., Head of Tire Overseas Sales & Marketing Div., Head of Tire Logistics Div.

Changes in corporate officers' responsibilities

	<i>New position</i>	<i>Current position</i>
Yasushi Tanaka	Managing Corporate Officer, Head of North America Tire Plant Div.	Managing Corporate Officer, Assistant to President of Tire Business, Head of North America Tire Plant Div.
Toshiyuki Nishida	Managing Corporate Officer, in charge of Multiple Business Production and Technology	Managing Corporate Officer, Chief Multiple Business Production and Technical Officer, Head of Multiple Business Production and Technical Planning Div.
Atao Kishi	Corporate Officer, Head of Commercial Tire Development Div., President of Yokohama Tire Retread Co., Ltd.	Corporate Officer, Head of Commercial Tire Development Div.
Shigeru Nakano	Corporate Officer, President of LLC Yokohama R.P.Z., President of LLC Yokohama Russia	Corporate Officer, President of LLC Yokohama R.P.Z.

Appointment of new corporate officers

	<i>New position</i>	<i>Current position</i>
Sigeru Kagami	Corporate Officer, Head of Tire Production Technology Div.	Acting Head of Tire Production Div.
Osamu Mikami	Corporate Officer, Head of Tire Overseas Sales & Marketing Div.	Acting Head of Tire Overseas Sales & Marketing Div.