

NEWS RELEASE

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For immediate release



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Yokohama Rubber Announces Changes of Senior Management

Tokyo – The Yokohama Rubber Co., Ltd., announced today that it informally decided the below-mentioned changes of senior management at the meeting of the board of directors held on February 14, 2013. The changes will formally be approved after the general meeting of shareholders to be held on March 28, 2013.

Newly-appointed Directors

	<i>New position</i>	<i>Current position</i>
Hideto Katsuragawa	Director and Corporate Officer	Corporate Officer
Tetsuya Kuze	Director and Corporate Officer	Corporate Officer
Hideichi Okada	Director	Advisor, NTT Data Institute of Management Consulting, Inc.

Newly-appointed Corporate Auditor

	<i>New position</i>	<i>Current position</i>
Masayoshi Daio	Corporate Auditor	Associate Corporate Officer

Promoted Corporate Officers

	<i>New position</i>	<i>Current position</i>
Shigeo Komatsu	Managing Corporate Officer	Corporate Officer
Toshiyuki Nishida	Managing Corporate Officer	Corporate Officer
Takaharu Fushimi	Managing Corporate Officer	Corporate Officer

Newly-appointed Corporate Officers

	<i>New position</i>
Shigeru Nakano	Corporate Officer
Shigetoshi Kondo	Corporate Officer
Koichi Tsuruno	Corporate Officer

Retired Director

	<i>New position</i>	<i>Current position</i>
Norio Karashima	Executive Advisor, Chairman of Yokohama Tire Corporation	Director and Executive Vice President

Retired Corporate Auditor

	<i>New position</i>
Hideo Fujiwara	Advisor

Retired Corporate Officer

	<i>New position</i>
Shinichi Suzuki	Advisor

New Management

Yokohama Rubber plans to establish the following new management after the general meeting of shareholders to be held on March 28, 2013.

Board of Directors

Tadanobu Nagumo	Chairman and CEO and Representative Director
Hikomitsu Noji	President and Representative Director
Tooru Kobayashi	Director and Executive Vice President, in charge of Corporate Planning Dept., Global HR Dept., Secretariat, GD100 Promotion Dept., President of Multiple Business
Yuji Goto	Director and Senior Managing Corporate Officer, President of Tire Business, Head of Tire Production Div.
Kinya Kawakami	Director and Managing Corporate Officer, Head of Corporate Social Responsibility Div., Head of R&D Center, Head of Hiratsuka Factory
Takao Oishi	Director and Managing Corporate Officer, Vice President of Multiple Business, Head of Multiple Business Global Sales & Marketing Div.
Fumio Morita	Director and Managing Corporate Officer, in charge of Sports Business Div., Corporate Finance & Accounting Dept., IT & Management System Planning Dept., Global Procurement Div., President of Yokohamagomu Finance Co., Ltd.
Hideto Katsuragawa	Director and Corporate Officer, Head of Tire Business Planning Div., Head of Tire Overseas Sales & Marketing Div.
Tetsuya Kuze	Director and Corporate Officer, Chief Tire Technical Officer, Head of Consumer Tire Development Div.
Hideichi Okada	Director

Board of Corporate Auditors

Takashi Fukui
Masayoshi Daio
Naozumi Furukawa
Yoshiki Sato
Go Kajitani

Corporate Officers

Koichi Tanaka	Senior Managing Corporate Officer, Chairman and President of Yokohama Rubber (China) Co., Ltd., Chairman of Yokohama Tire Sales (Shanghai) Co., Ltd.
Hirohiko Takaoka	Managing Corporate Officer, in charge of Domestic Replacement Tire Sales, President of Yokohama Tire Japan Co., Ltd.
Yasushi Tanaka	Managing Corporate Officer, President of Yokohama Tire Corporation, President of Yokohama Corporation of America, President of Yokohama Corporation of North America
Shigeo Komatsu	Managing Corporate Officer, Head of Global Procurement Div., President of Yokohama Mold Co., Ltd.
Toshiyuki Nishida	Managing Corporate Officer, Chief Multiple Business Production and Technical Officer, Head of Multiple Business Production and Technical Planning Div.
Takaharu Fushimi	Managing Corporate Officer, Head of O.E. Tire Sales & Marketing Div., President of Yokohama Continental Tire Co., Ltd.
Tadashi Suzuki	Corporate Officer, President of Yokohama Tire Philippines, Inc.
Hirohisa Hazama	Corporate Officer, Chief Quality Assurance Officer, Head of Multiple Business Quality Assurance Div.
Yasushi Kikuchi	Corporate Officer, Head of Tire Technical Development Div.
Kazuya Nakazawa	Corporate Officer, President of Yokohama Industrial Products Japan Co., Ltd.
Atao Kishi	Corporate Officer, Head of Commercial Tire Development Div.
Shigeru Nakano	Corporate Officer, President, LLC Yokohama R.P.Z.
Shigetoshi Kondo	Corporate Officer, Head of Tire Logistics Div., President of Hamagomu Logistics Co., Ltd.
Koichi Tsuruno	Corporate Officer, Head of Global HR Dept., President of Yokohama Pier Support Co., Ltd.