

NEWS RELEASE

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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 that it informally decided the below-mentioned changes of senior management at the meeting of the board of directors held on February 14, 2014. The changes will formally be approved after the general meeting of shareholders to be held on March 28, 2014.

Promoted Directors

	<i>New position</i>	<i>Current position</i>
Takao Oishi	Director and Senior Managing Corporate Officer	Director and Managing Corporate Officer
Hideto Katsuragawa	Director and Managing Corporate Officer	Director and Corporate Officer
Tetsuya Kuze	Director and Managing Corporate Officer	Director and Corporate Officer

Newly-appointed Directors

	<i>New position</i>	<i>Current position</i>
Shigeo Komatsu	Director and Managing Corporate Officer	Managing Corporate Officer
Naozumi Furukawa	Director	Chairman of ZEON Corporation, Corporate Auditor of Yokohama Rubber Co., Ltd.

Newly-appointed Corporate Auditor

	<i>New position</i>	<i>Current position</i>
Akio Yamada	Corporate Auditor	Senior Advisor of Jones Day

Promoted Corporate Officer

	<i>New position</i>	<i>Current position</i>
Yasushi Kikuchi	Managing Corporate Officer	Corporate Officer

Newly-appointed Corporate Officers

	<i>New position</i>
Masataka Yamaishi	Corporate Officer
Yasuhiro Kurokawa	Corporate Officer
Masaki Noro	Corporate Officer

Retired Director

	<i>New position</i>	<i>Current position</i>
Kinya Kawakami	Advisor, President of Hamagomu Fudousan Co., Ltd.	Director and Managing Corporate Officer

Retired Corporate Auditor

	<i>New position</i>
Naozumi Furukawa	Director

Retired Corporate Officers

	<i>New position</i>	<i>Current position</i>
Koichi Tanaka	Advisor, President of Yokohama Tire Retread Co., Ltd.	Senior Managing Corporate Officer
Kazuya Nakazawa	Associate Corporate Officer, President of Yokohama Industrial Products Japan Co., Ltd.	Corporate Officer
Koichi Tsuruno	Associate Corporate Officer, President of Yokohama Tire Manufacturing (Thailand) Co., Ltd., President of Yokohama Asia Co., Ltd.	Corporate Officer

New Management

Yokohama Rubber plans to establish the following new management after the general meeting of shareholders to be held on March 28, 2014.

Board of Directors

Tadanobu Nagumo	Chairman and CEO and Representative Director
Hikomitsu Noji	President and Representative Director, CEO of Yokohama Tire Corporation, CEO of Yokohama Corporation of North America
Toru Kobayashi	Director and Executive Vice President, Head of Corporate Planning Div., in charge of IT & Management System Planning Dept.
Yuji Goto	Director and Senior Managing Corporate Officer, Chief Tire Production Officer, Head of Tire Production Div., Head of Hiratsuka Factory
Takao Oishi	Director and Senior Managing Corporate Officer, President of Multiple Business
Fumio Morita	Director and Managing Corporate Officer, Head of Corporate Social Responsibility Div., in charge of Sports Business Div., and Yokohama Motorsports International Co., Ltd.
Hideto Katsuragawa	Director and Managing Corporate Officer, Head of Tire Business Planning Div., Head of Tire Logistics Div.
Tetsuya Kuze	Director and Managing Corporate Officer, Chief Tire Technical Officer, Head of Consumer Tire Development Div.
Shigeo Komatsu	Director and Managing Corporate Officer, Head of Global Procurement Div., in charge of Corporate Finance & Accounting Dept., President of Yokohamagomu Finance Co., Ltd.
Naozumi Furukawa	Director
Hideichi Okada	Director

Board of Corporate Auditors

Takashi Fukui
Masayoshi Daio
Yoshiki Sato
Go Kajitani
Akio Yamada

Corporate Officers

Hirohiko Takaoka	Managing Corporate Officer, in charge of Domestic Replacement Tire Sales, President of Yokohama Tire Japan Co., Ltd.
Yasushi Tanaka	Managing Corporate Officer, Head of IT & Management System Planning Dept., President of Hamagomu Aicom Inc.
Toshiyuki Nishida	Managing Corporate Officer, in charge of Multiple Business Production and Technology
Takaharu Fushimi	Managing Corporate Officer, Head of O.E. Tire Sales & Marketing Div., President of Yokohama Continental Tire Co., Ltd.
Yasushi Kikuchi	Managing Corporate Officer, Head of Tire Technical Development Div., Head of R&D Center
Tadashi Suzuki	Corporate Officer, President of Yokohama Tire Philippines, Inc.
Hirohisa Hazama	Corporate Officer, Chief Quality Assurance Officer, Head of Industrial Products Quality Assurance Div.
Atao Kishi	Corporate Officer, Head of Commercial Tire Development Div.
Shigeru Nakano	Corporate Officer, President of LLC Yokohama R.P.Z., President of LLC Yokohama Russia
Shigetoshi Kondo	Corporate Officer, Chairman and President of Yokohama Rubber (China) Co., Ltd., Chairman of Yokohama Tire Sales (Shanghai) Co., Ltd.
Sigeru Kagami	Corporate Officer, Head of Tire Production Technology Div., Head of North America Tire Plant Div.
Osamu Mikami	Corporate Officer, Head of Tire Overseas Sales & Marketing Div.
Masataka Yamaishi	Corporate Officer, Acting Head of Corporate Planning Div., Head of Corporate Planning Dept., President of Acty Corporation
Yasuhiro Kurokawa	Corporate Officer, Vice President of Yokohama Tire Japan Co., Ltd.
Masaki Noro	Corporate Officer, Acting Head of Consumer Tire Development Div., Head of Consumer Tire Product Planning Dept., President of Yokohama Motorsports International Co., Ltd.