

NEWS RELEASE



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Yokohama Rubber to Exhibit at Shanghai Motor Show 2015

Tokyo – The Yokohama Rubber Co., Ltd., announced today that it will participate in the Shanghai Motor Show 2015 (Auto Shanghai 2015) to be held in Shanghai during April 20–29 (press days on April 20–21). This year’s Yokohama Rubber exhibit will demonstrate the “YOKOHAMA Pursuit of Driving Pleasure” to motor sports fans and all who love cars by appealing to the high-performance of YOKOHAMA tires.

Featured products will include the “ADVAN Sport V105,” a tire representative of the global flagship “ADVAN” brand’s high performance, and the street sports tire “ADVAN NEOVA AD08R”. The exhibit will also introduce visitors to the “BluEarth” brand of highly fuel-efficient tires and the increasingly popular “GEOLANDAR” brand of SUV tires. Visitors will also be able to see an “ADVAN NEOVA AD08R” outfitted NISSAN GT-R, a tuning car with a strong following in China. Highlighting YOKOHAMA’s technological prowess, the booth will include the China debut of the Company’s “aerodynamic tires,” which are designed to reduce the vehicle’s air drag by controlling the airflow in the wheel well. Finally, booth visitors will also be introduced to a history of YOKOHAMA’s activities in support of motor sports around the world as well as a history of new cars marketed in China that have been equipped with YOKOHAMA tires. In addition, YOKOHAMA will sponsor a cart test-drive event that will enable participants to experience first-hand the joy of driving on YOKOHAMA tires.

The YOKOHAMA booth will also have a corner devoted to the England Premier League Chelsea Football Club, with which YOKOHAMA has entered into a sponsorship relationship beginning this July. The Chelsea FC corner will display a tire signed by Chelsea team captain John Terry.

Internationally prestigious auto shows are staged in China every year, with the venue alternating between Beijing and Shanghai. The Shanghai Motor Show 2013 featured displays by some 2,000 companies from 18 countries and regions around the world and was attended by a record 813,000 visitors. This year’s show is expected to be attended by a million visitors.



Image of Yokohama booth