

NEWS RELEASE



THE YOKOHAMA RUBBER CO., LTD.
36-11, Shimbashi 5-chome, Minato-ku,
Tokyo 105-8685, Japan

July 28, 2015
For immediate release

Contact:
Corporate Communications Dept.
Phone: 81-3-5400-4531
Fax: 81-3-5400-4570

Yokohama Rubber to Exhibit at Indonesia Auto Show

Tokyo – The Yokohama Rubber Co., Ltd., announced today that it will participate in the GAIKINDO Indonesia International Auto Show 2015 to be held August 20–30 (press day on August 20) in South Tangerang’s BSD City. Yokohama Rubber will be represented at the show by its Indonesian sales agent, PT YHI INDONESIA.

*GAIKINDO : The Association of Indonesia Automotive Industries

In keeping with the theme of “Delivering the Future, the YOKOHAMA booth will feature displays that appeal to the high driving and environmental performance provided by YOKOHAMA tires incorporating the latest technologies. Considering the huge demand for eco cars and SUVs in Indonesia, the main products to be displayed there will be the fuel-efficient “BluEarth” brand of tires suitable for use with eco cars and the “GEOLANDAR” brand of SUV tires. The booth will also display YOKOHAMA’s “ADVAN” global flagship brand, which symbolizes the high-performance delivered by all YOKOHAMA tires. In addition, the booth will include panel of Chelsea FC players in a corner promoting the partnership between England’s Premier League football club and Yokohama Rubber, which became a Chelsea sponsor from this July.

The “GAIKINDO Indonesia International Auto Show” is a new show, being held for the first time in 2015. PT YHI INDONESIA twice previously represented Yokohama Rubber at the separate Indonesia International Motor Show (IIMS).



Image of Yokohama booth