

NEWS RELEASE



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

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

YOKOHAMA to Exhibit at 44th Tokyo Motor Show 2015

Tokyo—The Yokohama Rubber Co., Ltd., announced today that it will participate in the 44th Tokyo Motor Show 2015 to be held at Tokyo Big Sight in Tokyo, Japan, from October 28 through November 8 (open to the general public from October 30).

Under the theme of “Responding Powerfully to All Challenges”, this year’s YOKOHAMA display will introduce the Barclays Premier League champions Chelsea Football Club, with which YOKOHAMA entered into an Official Shirt Partnership from the current season, while also featuring YOKOHAMA’s motor sports activities and other content that will give visitors a sense of an “Energetic YOKOHAMA”. The display will also introduce visitors to YOKOHAMA’s challenge of technological frontiers through the display of a concept aerodynamic tire, the fruit of a research and development program started in 2010.

The booth will also display a number of YOKOHAMA’s innovative tire products that incorporate the most advanced technologies. Tires on display will include YOKOHAMA’s global flagship tire “ADVAN Sport V105”, which has been adopted as original equipment on many leading automakers’ high-performance cars; the flagship fuel-efficient tire “BluEarth-1 EF20”, which has been awarded the highest, AAA/a grade in Japan’s tire-labeling system; “iceGUARD 5 PLUS”, a new studless tire for passenger cars; and the “GEOLANDAR SUV” tire, which enhances the fuel efficiency of city-use SUVs.



Image of the YOKOHAMA booth