

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 Rubber to Release Tire with Chelsea Football Club Logo Commemorating Partnership

Tokyo - The Yokohama Rubber Co., Ltd., announced today that it will launch a tire called the “BluEarth-A AE50 CHELSEA FC EDITION” with the Chelsea Football Club logo on the sidewall. The tire commemorates the partnership with the Barclays Premier League champions Chelsea FC, which began in July 2015. Following release in Japan on October 29, the tire will be released gradually in Europe, Asia and South America, with methods of release differing from country to country. It will be available in three sizes: 225/45R17 94W, 205/55R16 91V and 195/65R15 91H.

The commemorative “BluEarth-A AE50 CHELSEA FC EDITION” tire was developed based on the high-performance, fuel-efficient “BluEarth-A AE-50”. The sidewall design was modified to include large, complementing logos of both YOKOHAMA and Chelsea FC, as a strong proclamation of their partnership. Like the BluEarth-A AE-50 from which it was developed, the new tire delivers excellent fuel efficiency along with maneuverability and handling.

Seeking to raise global awareness and sales of its YOKOHAMA brand, Yokohama Rubber in February 2015 concluded a five-year partnership agreement with Chelsea FC, which enjoys the support of legions of fans around the world. Chelsea FC first team members are now competing in the Barclays Premier League, UEFA Champions League, and various domestic competitions wearing the new Adidas kit bearing the YOKOHAMA TYRES logo.



Outline of Chelsea FC

Established in 1905, the Chelsea Football Club is one of the Barclays Premier League’s most prestigious clubs. Chelsea completed the 2014-2015 season by capturing its fifth English championship. It has won the FA Cup seven times, the European Cup Winners’ Cup twice, and is the only U.K. club to win all three of the UEFA’s three major club competitions, lifting the UEFA Champions League in 2012 and the UEFA Europa League a year later. The current first team includes many world-class players and is led by manager Jose Mourinho, one of the football world’s top coaches.