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For immediate release

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Yokohama Rubber to Exhibit at 2018 Geneva Motor Show

Tokyo – The Yokohama Rubber Co., Ltd., announced today that it will participate in the 2018 Geneva International Motor Show. The 88th edition of the show will be held during 8–18 March, with press days on 6–7 March. In addition to showcasing three new premium tires—one making its world premiere and two being launched in Europe for the first time—the YOKOHAMA booth will also include content that informs visitors about its new consumer tire strategy, a core element in the Company's new medium-term management plan, "Grand Design 2020 (GD2020)". A press conference is scheduled to be held at the YOKOHAMA booth (Hall 4, Booth No. 4231) on March 6 from 4:15 p.m.

On February 19, Yokohama Rubber announced its new medium-term management plan, GD2020. The Company's booth at the Geneva Motor Show will feature exhibits highlighting the new plan's strategies for premium-car tires, winter tires, and hobby tires, the first specific action taken to promote GD2020's consumer tire strategy's focus on expanding YOKOHAMA's presence in the market for premium-grade tires.

As part of the new premium-car tire strategy, the booth will introduce visitors to the company's track record as a supplier of original equipment (OE) tires to many of the world's premium car models. "ADVAN Sport V105" will be on display as YOKOHAMA's topline tire for high-performance premium cars. The YOKOHAMA booth will also celebrate the 40th anniversary of the ADVAN brand in 2018.

As part of the winter tire strategy, the Geneva Motor Show will mark the world premiere of a brand new European all-season tire for passenger cars as well as Europeans' first opportunity to see YOKOHAMA's studless tire "iceGUARD iG60". To promote the hobby tire strategy, the YOKOHAMA booth will display tires with a strong appeal to hobbyists, including the European premiere of "GEOLANDAR M/T G003" tire, designed for SUVs and pickup trucks driving on muddy terrain, and the track-days street sport tire "ADVAN A052", for drivers seeking to enhance their hobby-driving pleasure.

In addition, it will include a special corner highlighting the Company's partnership with the Chelsea Football Club. From March 6 to March 11, the booth will display the 2016/17 season English Premier League Trophy won by the club.



Image of YOKOHAMA booth at 2018 Geneva International Motor Show