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Yokohama Rubber and Chelsea FC conclude Official Shirt Partnership agreement, sign new Official Global Tyre Partnership agreement

Tokyo—The Yokohama Rubber Co., Ltd., announced today that it has signed a multiyear Official Global Tyre Partnership agreement with the Chelsea Football Club of English Premier League. The new agreement will take effect from July 2020, after its current Official Shirt Partnership agreement with Chelsea FC expires as scheduled this June. The new agreement will enable Yokohama Rubber to continue using Chelsea FC in its tyre sales promotion activities as it targets sales expansion.

Yokohama Rubber entered into a five-year Official Shirt Partnership agreement with Chelsea FC in July 2015, enabling it to display its logomark on Chelsea's official shirt and in the FC's stadium. The tyre maker also has been privileged to have Chelsea players and managers appear in its marketing materials and at special events. As a result, the company has been able to increase awareness of its YOKOHAMA TYRES brand in such strategically important regional markets as Europe and Asia and increase the number of consumers who have purchased its tyres or intend to do so. The new Official Global Tyre Partnership agreement will enable Yokohama Rubber to continue its special relationship with Chelsea FC, including having Chelsea players and managers appear in marketing materials and special events.

Chelsea FC is one of the Premier League's most prestigious clubs. Its distinguished history includes six times league champions and eight FA cup titles. Chelsea also has won two UEFA Cup Winners' Cups, the UEFA Champions League in 2012, and captured its second UEFA Europa League in the 2018-19 season.

Yokohama Rubber aims to raise global awareness of its YOKOHAMA TYRES brand as it seeks to expand sales around the world. As a global player in its field, Yokohama Rubber, like a major sports team, is constantly refining the skills and techniques of its employees who, like athletes, work together as a team to engage in wholesome competition with rivals from around the world. With this shared sense of working as a team to meet the challenges from competitors, Yokohama Rubber was eager to partner with the Chelsea FC, another world-class organization with a worldwide fan base. The two have thus enjoyed a mutually beneficial partnership. The signing of a new Official Global Tyre Partnership agreement will support Yokohama Rubber's continued efforts to raise global awareness of the YOKOHAMA TYRES brand.



Chelsea FC players