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For immediate release

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Chelsea FC, for which Yokohama Rubber Serves as Official Global Tyre Partner, are Champions of Europe

Tokyo—The Yokohama Rubber Co., Ltd., is pleased to announce that Chelsea Football Club of the English Premier League was crowned Champions of Europe on May 29 (local time). The European title is Chelsea FC's second, following its first victory in the competition nine seasons ago. Yokohama Rubber serves as Chelsea FC's Official Global Tyre Partner.

Chelsea FC is one of the world's most prestigious football clubs with an illustrious history. Yokohama Rubber served as its Official Shirt Partner for five years from July 2015 and signed a multiyear Official Global Tyre Partnership agreement with the club in July 2020. Yokohama's partnership with Chelsea has enabled it to raise awareness of the YOKOHAMA TYRES brand around the world. We continue to develop various promotional activities using the Chelsea FC IP including the club's logo, player imagery and etc.

Yokohama Rubber will continue its relentless efforts to hone its skills as a company and seek to emulate Chelsea FC, a sports team that has won global fan support by working together and engaging in wholesome competition with rivals from around the world. As a player in the global tyre market, Yokohama Rubber will endeavor to enhance its brand strength, expand sales, and achieve the goals of Yokohama Transformation 2023 (YX2023), the company's new medium-term management plan formulated in February this year.



Poster displaying Chelsea players' excitement upon winning the 2021 Champions of Europe