

January 23, 2024  
For immediate release

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## **Yokohama Rubber establishes tire sales company in Italy**

Hiratsuka, Japan—The Yokohama Rubber Co., Ltd., announced today that Yokohama Europe GmbH, the Yokohama Rubber Group’s European regional headquarters, established Yokohama Pneumatici\* S.r.L as a tire sales company in Italy in August 2023. The new Group company began operations focused on the sale of passenger car, truck, and bus tires on January 1, 2024.

\* “Pneumatici” is Italian for tire.

Italy is one of the major tire markets in Europe, and Yokohama Rubber has been selling its tires in Italy through a local company since 1987. In 1989, Yokohama Rubber established a local joint venture to increase sales of YOKOHAMA tires in Italy. The decision to establish Yokohama Pneumatici is intended to increase management control and freedom as Yokohama Rubber plans to strengthen its business in Italy. Yokohama Pneumatici will leverage its ability to directly grasp Italian customer needs to provide Yokohama Rubber products and services more appropriately suited to local needs, as it seeks to raise customer satisfaction and expand Yokohama Rubber’s share in the Italian tire market.

Yokohama Rubber’s consumer tire business is endeavoring to increase sales of high-value-added YOKOHAMA tires, including the global flagship ADVAN brand, the GEOLANDAR brand of tires for SUVs and pickup trucks, winter tires, and 18-inch and larger tires. Toward that end, Yokohama Rubber is strengthening its tire development, production, supply, and sales operations in each region to support its effort to expand sales of tires that meet the specific needs of each market.

### **Profile of Yokohama Pneumatici S.r.L**

Location: Milan, Lombardy, Italy

Date established: August 2023

Representative director: Giovanni Ponzoni

Capital: €100,000

Ownership: Yokohama Europe GmbH 100%