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For immediate release

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Yokohama Rubber Eliminates Counterfeit Aluminum Wheels in China

Hiratsuka, Japan—The Yokohama Rubber Co., Ltd., today announced the successful completion of its efforts to eliminate counterfeit versions of the Company's aluminum wheels in China.

Yokohama Rubber filed an administrative complaint and submitted information to the Administration for Market Regulation in Foshan, Shenzhen, and Guangzhou, Guangdong Province, regarding six companies engaged in the distribution of counterfeit sports car aluminum wheels imitating YOKOHAMA's "ADVAN Racing" wheels. The distributors were selling the counterfeit wheels via internet shopping sites and retail shops outside of the Company's official distribution channels. Acting on the complaint and information provided by the Company, the authorities in each city raided the six companies and seized the counterfeit aluminum wheels on November 2023. Yokohama Rubber has confirmed that all six distributors have been fined and the counterfeit aluminum wheels have been destroyed.

Prior to this case, Yokohama Rubber had filed a petition for the administrative complaint against distributors of counterfeit versions of the Company's aluminum wheels in China and succeeded in eliminating the counterfeit products. Yokohama Rubber remains resolute in its stance against the infringement of intellectual property rights, including the sale of counterfeit goods, and will strengthen its efforts against such illegal activities in Japan and overseas to ensure that its customers around the world are confident and secure in the knowledge that they are using genuine YOKOHAMA products.



A counterfeit aluminum wheel sold in China by distributors who have been fined by the authorities