

NEWS RELEASE

YOKOHAMA

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For immediate release

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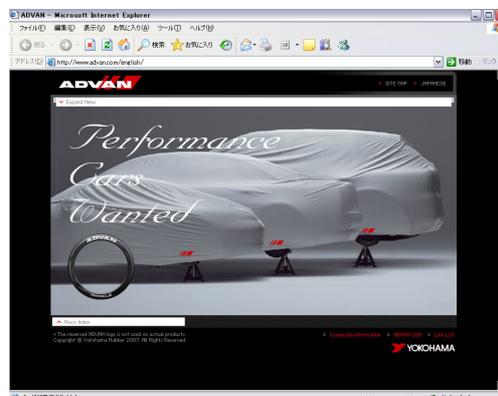
Highlighting the Premium Concept Redesigned “ADVAN” Website

Tokyo -The Yokohama Rubber Co., Ltd. has completely redesigned and updated its website for its global flagship brand “ADVAN” (<http://www.advan.com>) as of February 28, 2007. The international version of the website has been renewed as well (<http://www.advan.com/english>).

Since its release in 2004, the company’s global flagship brand “ADVAN” has been recognized internationally for its high performance, and the tires are now fitted on some of the world’s leading premium cars, including Bentley’s Continental series, Porsche’s 911 Carrera 4, and Audi’s S8. In addition, for the consecutive two years since 2006, Yokohama Rubber has been supplying one-make tires for the FIA World Touring Car Championship (WTCC), firmly earning an enviable reputation in the field of motor sports.

On the redesigned site, under the new catchphrase “Premium Cars Wanted,” Yokohama powerfully sets out a clear concept for its “premium” ADVAN. In addition to information on products and motor sports events, a new content feature called “ADVAN Salon” has been added on the Japanese website only, consisting of three sections: “FEATURED GUEST,” where a prominent visitor who knows the ADVAN spirit talks about ADVAN (first guest: Mr. Ukyo Katayama); “OWNER’S CLUB” (for the present, only an announcement of the feature), where information submitted by ADVAN users on their participation in events is shared; and “MY CAR,” where users can show off their own cherished cars.

Information on domestic and overseas motor sports receiving ADVAN support - races information all over the world - can be viewed, along with the newly adopted “Google Maps” on the top page.



Top page of the redesigned “ADVAN” website

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