

NEWS RELEASE

YOKOHAMA

September 7, 2007
For immediate release

Contact:
Corporate Communications Dept.
The Yokohama Rubber Co., Ltd.
36-11, Shimbashi 5-chome
Minato-ku, Tokyo 105-8685
Phone: 81-3-5400-4531
Fax: 81-3-5400-4570

Yokohama Rubber to Exhibit at the 2007 “International Motor Show (IAA) Cars”

Tokyo — The Yokohama Rubber Co., Ltd., will exhibit at the 2007 “International Motor Show (IAA) Cars” — one of the world’s leading motor shows — in Frankfurt, Germany, from September 11 through 23. (September 11 and 12 will be for the press only.)

Based on its three pillars of “Replacement Tires”, “Original Equipment Tires (OE)”, and “Motor Sports”, Yokohama Rubber will present each product on a high performance vehicle such as the BRABUS M-class (W.drive^{*1}), the Audi S8 (ADVAN Sport) and vehicles participating in the International Formula Master (IFM) (ADVAN A005) — all highlighting Yokohama tires’ high performance in a wide range of categories.

^{*1} W.drive: a new generation of winter tire in the “.drive” series. In March of this year it was shown at the Geneva Motor Show and will be on the market for the coming winter season.

In terms of “Replacement Tires”, many products will be exhibited, primarily the global flagship brand “ADVAN,” along with the key “.drive” series, which enjoys an excellent reputation in Europe, the “GEOLANDAR” series for SUVs, and racing tires. In terms of “OE,” the focus will be on the selection of Yokohama tires by some of the world’s leading premium-car manufacturers, including Bentley, Porsche, Audi and Mercedes AMG. In terms of “Motor Sport,” cars to participate in the “International Formula Master (IFM),” a new stepping stone to FI competition for which Yokohama Rubber is the one-make tire supplier. The company has also been the one-make tire supplier for the FIA World Touring Car Championship (WTCC) since 2006, with agreement to remain so through at least 2009.

The “International Motor Show (IAA)” is marking its 62nd year. At the previous show, some one thousand companies related to the automobile industry exhibited, drawing 910,000 visitors.



Image of Yokohama Rubber's Display

横浜ゴム株式会社 広報部 広報・IRグループ
〒105-8685 東京都港区新橋5丁目36番11号 TEL:(03) 5400-4531 FAX:(03) 5400-4570

THE YOKOHAMA RUBBER CO., LTD. CORPORATE COMMUNICATIONS DEPT.
36-11, Shimbashi 5-chome, Minato-ku, Tokyo 105-8685, Japan Telephone: 81-3-5400-4531 Facsimile: 81-3-5400-4570