

NEWS RELEASE

YOKOHAMA

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For immediate release

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Yokohama's Street Sport Tire ADVAN NEOVA AD08 to be Released

Tokyo - The Yokohama Rubber Co., Ltd., has announced that it will release a new sport tire in its global flagship brand "ADVAN" line, the "ADVAN NEOVA AD08," in the second quarter of 2009. Ranging from 15 to 19 inches in a maximum of 39 sizes (number of available sizes will depend on the sales area), they will be exhibited at the 2008 SEMA Show to begin on November 4 in Las Vegas, U.S.A., and be gradually introduced into major markets around the world.

The ADVAN NEOVA AD08 represents a model change after six years from the highly acclaimed ADVAN Neova AD07 sports tire. Maintaining the basic concept that has characterized all previous models - being the fastest and most rewarding to drive sport tire*1 other than a semi slick tire - the ADVAN NEOVA AD07 was developed to be the "strongest ADVAN street tire,"*2 as close as could be to the tires seen on the track. Accordingly, in creating the compound, tread pattern and all aspects of the construction, no input was spared, from the cutting-edge technology reflected in the company's latest motor sports tire, to the know-how established in being the one-make tire provider for the FIA World Touring Car Championship (WTCC). Combined with an impressive ability to hold the target line through sustained high-speed cornering on dry surfaces, all the expected performance criteria - control and stability, grip on wet surfaces, wear and uneven-wear resistance, and more - are balanced to a high degree.

*1: Among Yokohama Rubber tire products *2: Refer to "Lap Time Charts"

Promoted around the world since 2004, "ADVAN" is a flagship brand embodying Yokohama Rubber's global concept. Its high performance and quality have been internationally recognized and it comes as standard equipment on many of the world's leading high-performance vehicles. In the motor sports field, ADVAN has been designated the WTCC's control tire since 2006, and that decision has been extended at least through 2009.

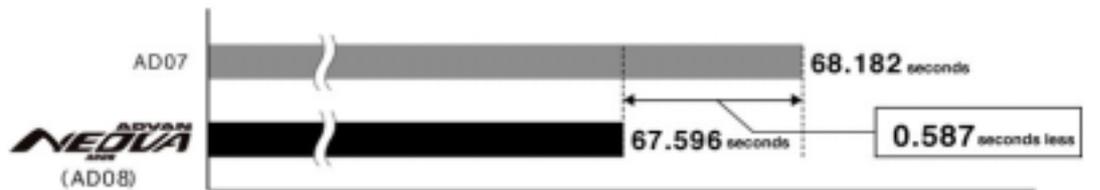


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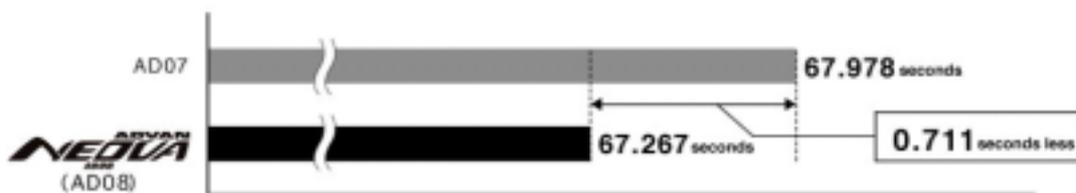
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Achieving Lap Times Worthy of the “Strongest ADVAN Street Tire”

Lap Time Data (Average Lap Time)



Lap Time Data (Best Lap Time)



(Test Conditions)

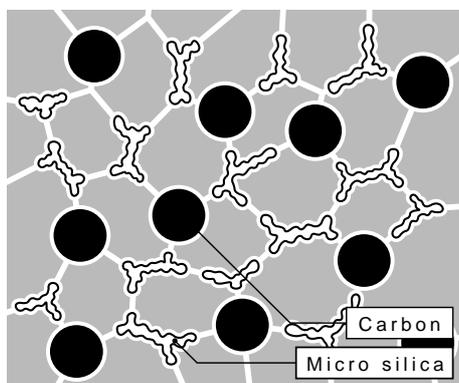
Place: Tsukuba Circuit / Road surface condition: dry / Driver: professional driver commissioned by the company / Vehicle: Mitsubishi Lancer Evolution X (2008 model) / Tire size: 245/40R18 93W / Rim size: 18 x 8.5J / Tire pressure: F220/R200 kPa / Crew: 2

Numerical data for the graph were collected while the vehicle drove the course seven times, with the time of each lap recorded. The average was computed using the times of the second through sixth laps (i.e., excluding the out/in laps).

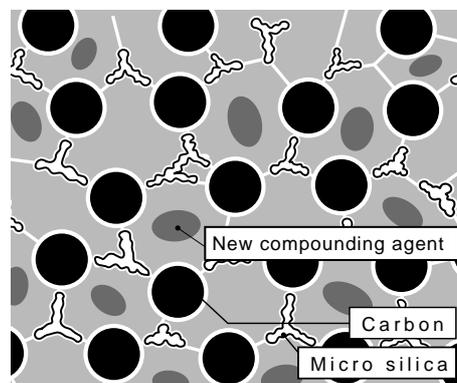
Sustaining a Powerful Grip

Using Newly Developed “MS (Micro silica) Compound 2”

The MS Compound highly evaluated in the Neova AD07 has been further enhanced. In the “MS Compound 2,” the polymer have been completely reconceived, and a new agent already used for WTCC control tires was added to the compound. As a result, new physical properties - soft at the micro level while maintaining rigidity - were realized. On the micro level, the surface of the compound reaches into the minute spaces of the road surface, expanding the contact area and improving traction. On a macro level, the compound resists deformation with heat and wear, sustaining its powerful grip until the end.



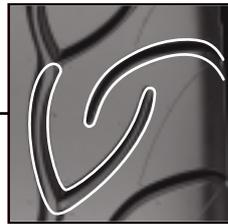
Neova AD07



NEOVA AD08

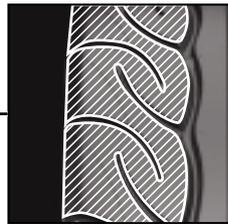
New Tread Patterns Incorporate Cutting-Edge Racing Technology

In creating its new tread designs, the company made great use of its racing technology accumulated over the years. The new tread patterns do not compromise wet performance or wear resistance, while performance on dry surfaces has become even better.



Sequential Round Grooves

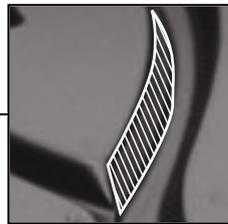
Sequential Round Grooves are adopted. In order to improve tire life, forces from the road surface are spread and dissipated. The positioning of the grooves is effective in draining water on wet surfaces.



Unibloc Shoulders

Using circumferentially continuous single shoulder blocks without any gaps, rigidity at the tread is increased, ensuring a powerful grip and further shortening lap times*.

*1 Refer to "Lap Time Charts."



Grooves-in-Grooves

Micro grooves on the main groove walls ease the stress on each block edge, reducing uneven wear of the tire, and increasing stability when driving under harsh conditions.

"Steel Sidewall Inserts" for Increased Rigidity

Steel Sidewall Inserts optimized for the NEOVA AD08 were adopted to increase casing rigidity. As a result, cornering performance is enhanced.

