

NEWS RELEASE



YOKOHAMA

December 9, 2008
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 Tire's "ADVAN Sport" is Fitted to the NISSAN 370Z as Original Equipment

Tokyo - The Yokohama Rubber Co., Ltd., announces that the ADVAN Sport ultra-high-performance tire, in its global flagship brand "ADVAN" line, has been fitted as original equipment on the NISSAN 370Z (Fairlady Z in the Japanese market), to be marketed worldwide by Nissan Motor Co., Ltd. Sizes of the tires are 225/50R18 95W for the front and 245/45R18 96W for the rear. Vehicles equipped with the tires were released in Japan on December 1, 2008. They will be gradually introduced into the global market.

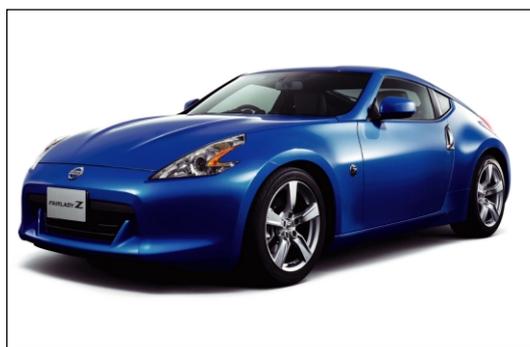
Developed to deliver stable performance at very high speeds, the ADVAN Sport was selected as original equipment for the NISSAN 370Z for its proven stability and comfort at high speeds, as well as for its breaking performance. Since their release in 2004, the tires have been chosen as original tires for the Bentley Continental series, the Porsche 911 Carrera 4, the Audi S8, and three models in Mercedes Benz's top class AMG series.

The NISSAN 370Z is the first complete model change for the "Z" reintroduced in 2002, a luxury sports car developed based on the concept "All for Driving." Equipped with a 3.7-liter, 332 horsepower, V6 engine, the car is acclaimed for its world-class handling and maneuverability.

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 - a selection already extended at least through 2009.



An "ADVAN Sport" for the NISSAN 370Z



Fairlady Z for the Japanese market

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