

NEWS RELEASE

YOKOHAMA

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For immediate release

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High-Performance Eco Tires Developed for European Market To be Shown for the First Time at the Geneva International Motor Show 2010

Tokyo - The Yokohama Rubber Co., Ltd., will participate in the Geneva International Motor Show 2010, running from March 2, Tuesday, through March 14, Sunday (March 2 and 3 will be press days), in Geneva, Switzerland. Under the slogan "We respect the Environment..." the company's high-performance eco tire "C.drive2" will be shown in Europe for the first time, together with its eco flagship tire "dB super E-spec," released on the European market in the summer of 2009. In addition, a specially tuned Toyota Prius Hybrid wearing "super E-spec" concept tires colored based on an image of green leaves will be exhibited to highlight Yokohama Rubber's strong intention to develop tires that contribute to environmental protection.

Designed in all respects to help protect the global environment, the "dB super E-spec" is the ultimate eco tire, and is sold in Japan as the "DNA dB super E-spec." Together with its excellent environmental performance, Yokohama's new technical innovations, including a next-generation inner liner, "AIRTEX," which provides superior air retention and thus improves fuel efficiency, and a "Super Nano-Power Rubber Compound" with Orange Oil, to enhance both fuel efficiency and gripping, are demonstrated. The "C.drive2" - to be presented at the show - is the model replacing the high-performance and-comfort "C.drive" tire in the ".drive" series - already popular in Europe - and delivers excellent performance on wet surfaces as well as fuel efficiency. The full lineup of the ".drive" series will be on hand: the "C.drive," the High-Performance and Sporty "S.drive," the All-Round Standard Tire, "A.drive" and the "W.drive" for winter driving.

Yokohama's flagship ADVAN brand will be represented by the premium sport tire, "ADVAN Sport" and the street sport tire, "ADVAN NEOVA AD08." In addition, a specially prepared display board will illustrate how the brand has earned a place as original equipment on many pace-setting vehicles around the world. Moreover, for the first time at a European motor show, Yokohama will be showing its own brand of alloy wheels, which have been well received in Japan. Three models from the ADVAN Racing series and the AVS MODEL series will be on display.

The Geneva International Motor Show, one of the five largest motor shows in the world, is an international event with a history dating back to 1905. This will be the 80th show, and approximately 250 companies in the automotive industry will exhibit cars, parts, production-related equipment, and products and supplies for repair and maintenance.



Conceptual image of Yokohama exhibition site

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