

# NEWS RELEASE



# YOKOHAMA

May 12, 2010  
For immediate release

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## Senior Management Changes

At a meeting held on May 12, 2010, the Board of Directors of Yokohama Rubber adopted the following senior management changes that will formally be approved after a general meeting of shareholders to be held on June 25, 2010. The company will also introduce the following organizational changes dated June 25, 2010.

### ■ Senior management changes

*Promoted to Director and Vice President (current position)*

Norio Karashima (Director and Senior Managing Corporate Officer)

*Promoted to Director and Managing Corporate Officer (current position)*

Hikomitsu Noji (Director and Corporate Officer)

*Promoted to Director (current position)*

Fumio Morita (Corporate Officer)

*Promoted to Senior Managing Corporate Officer (current position)*

Koichi Tanaka (Managing Corporate Officer)

*Promoted to Managing Corporate Officer (current position)*

Misao Hiza (Corporate Officer)

Takao Oishi (Corporate Officer)

*Promoted to Corporate Officer*

Takaharu Fushimi

Tadashi Suzuki

Hideto Katsuragawa

Hirohisa Hazama

Tetsuya Kuze

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***Retiring from Director***

	<b>Current position</b>	<b>New position</b>
Tatsunari Kojima	Director and Senior Managing Corporate Officer	Advisor

***Retiring from Managing Corporate Officer***

	<b>New position</b>
Seiji Takai	Advisor
Toshio Izawa	Advisor

**■ Organizational changes**

- (1) President of Tire Group will be established.
- (2) Global Procurement Division will be established.

## New Management

Yokohama Rubber plans to establish the following new management after a general meeting of shareholders to be held on June 25, 2010.

### *Directors*

<b>Name</b>	<b>Position</b>
Tadanobu Nagumo	President and Representative Director
Norio Karashima	Director and Vice President, Chairman & President of Yokohama Rubber (China) Co., Ltd.
Tooru Kobayashi	Director and Senior Managing Corporate Officer, President of Multiple Business Group
Hikomitsu Noji	Director and Managing Corporate Officer, President of Tire Group, General Manager of Tire Global Production Div.
Toshihiko Suzuki	Director and Managing Corporate Officer, General Manager of Tire Global Technical Div.
Takashi Fukui	Director and Managing Corporate Officer, in charge of Global HR Dept., General Manager of Corporate Social Responsibility Div.
Kinya Kawakami	Director and Corporate Officer, General Manager of R&D Center, General Manager of Global Procurement Div.
Fumio Morita	Director and Corporate Officer, in charge of Corporate Finance & Accounting Dept., Internal Audit Dept., General Manager of Corporate Finance & Accounting Dept., President of Yokohamagomu Finance Co., Ltd.

### *Corporate Officers*

<b>Name</b>	<b>Position</b>
Koichi Tanaka	Senior Managing Corporate Officer, Deputy President of Tire Group., President of Yokohama Tire Japan Co., Ltd.
Shinichi Suzuki	Managing Corporate Officer, in charge of MIS Dept., General Manager of Tire Global Logistics Div., General Manager of Russia Tire Plant Div.
Yuji Goto	Managing Corporate Officer, General Manager of O.E. Tire Sales & Marketing Div.
Misao Hiza	Managing Corporate Officer, General Manager of Industrial Products Business Group, General Manager of Industrial Products Technical Div.
Takao Oishi	Managing Corporate Officer, President of Yokohama Tire Corporation, President of Yokohama Corporation of America, President of Yokohama Corporation of North America

Hirohiko Takaoka	Corporate Officer, General Manager of Sports Business Div.
Shigeo Komatsu	Corporate Officer, General Manager of Tire Global Product Planning Div.
Yasushi Tanaka	Corporate Officer, in charge of Corporate Planning Dept., Secretariat, GD100 Promotion Dept.
Tatsuya Murata	Corporate Officer, General Manager of Aerospace Div.
Toshiyuki Nishida	Corporate Officer, General Manager of Industrial Products Production Div., General Manager of Hiratsuka Factory
Takaharu Fushimi	Corporate Officer, General Manager of Tire Overseas Sales & Marketing Div.
Tadashi Suzuki	Corporate Officer, Vice President of Yokohama Tire Corporation, General Manager of Salem Plant
Hideto Katsuragawa	Corporate Officer, Deputy General Manager of O.E. Tire Sales & Marketing Div., General Manager of O.E. Tire Sales & Marketing Dept. No.2
Hirohisa Hazama	Corporate Officer, Deputy General Manager of Tire Global Product Planning Div., General Manager of PC & LT Tires Product Planning Dept.
Tetsuya Kuze	Corporate Officer, Deputy General Manager of Tire Global Technical Div., General Manager of Tire Designing Dept. No.1