

NEWS RELEASE



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Yokohama Rubber to Exhibit at Auto Expo in Delhi, the Largest Motor Show in India

Tokyo - The Yokohama Rubber Co., Ltd., announced today that its Indian subsidiary, Yokohama India Private Limited, will participate in the 11th Auto Expo in Delhi which will run from January 5 through 11, 2012, in New Delhi, India. This will be the third time for Yokohama Rubber to participate in the show, following 2008 and 2010.

The exhibition at the Yokohama booth, aimed at enhancing recognition of the brand, will be fully focused on the high levels of performance and quality of Yokohama tires. To that end, the complete lineup of products will be shown, starting with the premium, global flagship brand ADVAN, GEOLANDAR tires for SUVs, the “.drive” series, a major line for overseas markets, and PARADA line designed to dress up luxury vehicles. The vehicle that competed this year in India’s popular RAID DE HIMALAYA rally and won on ADVAN A035 tires will also be shown – a strong statement in support of the high performance of Yokohama tires.

As the largest motor show in India, Auto Expo in Delhi is held every two years. Approximately 1,500 companies from 23 countries will take part this year, with 1.4 million visitors expected. About 1.2 million people visited in 2010.



Image of the Yokohama booth