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For immediate release

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Yokohama Rubber's Motor Sports Plans for 2011

Tokyo - The Yokohama Rubber Co., Ltd., announced today its 2011 motor sports plans. Seeing motor sports as a key aspect in its efforts to develop its global tire business, the company will strive to increase the degree of recognition of the Yokohama tire brand through a wide range of motor sports activities in Japan and around the world. In the same way, it will also contribute to the growth, development and revitalization of the auto industry and motor sports market.

Major activities include the following:

【Global】

FIA World Touring Car Championship (WTCC)

As the official tire supplier, Yokohama Rubber has been supplying one-make tires for the WTCC since 2006, and has been officially designated to do so through 2012. Since last year, the company has supplied ADVAN eco racing tires, combining a solid grip with improved environmental performance. The 2011 WTCC will consist of twenty-four races in twelve rounds. The fourth round, in Japan, will take place at the Suzuka Circuit for

the first time, replacing the Okayama International Circuit, site of the round in the three previous years. The Guangdong International Circuit in China is also being added as a new site.



WTCC (2010)

Macau Grand Prix (China)

For the 29th consecutive year, starting in 1983, Yokohama Rubber will provide one-make tires for the Formula 3 competition, the main event of the International Macau Grand Prix. Many of the cars in concurrent events at Macau, including the WTCC, will also be running on Yokohama tires.



Formula 3 (2010)

Intercontinental Rally Challenge (IRC)

In the Intercontinental Rally Challenge (IRC) series, moving among various locations in Europe, Yokohama Rubber will participate in six races, including the Tour de Corse (France). The company is in the process of selecting its team and driver.

【Japan】

SUPER GT

In the GT500 class, participating with two cars for first time since 2008 – the WedsSport ADVAN SC430 in addition to ADVAN KONDO Racing's Nissan GT-R – Yokohama Rubber is going all out to win the championship. In the GT300 class, Yokohama will also provide ADVAN racing tires to multiple teams, aiming to win that class for the second consecutive year.



HIS ADVAN KONDO GT-R

All Japan Rally Championship

Partnering with the ADVAN-PIAA Rally Team (ADVAN PIAA LANCER), Yokohama Rubber aims to retake the championship in the JN4 class. It will also provide ADVAN rally tires to many teams, including CUSCO RACING.



ADVAN PIAA LANCER

All Japan Gymkhana Championship

With the high performance of the ADVAN A050 as its principle weapon, Yokohama Rubber aims to surpass the achievement of last year, when it won championships in six classes.

All Japan Dirt Trial

By offering ADVAN A035 tune-up products and new-size tires, Yokohama Rubber is looking to win even more championships.

The Super Taikyu Race/Other Races

Yokohama Rubber will provide ADVAN eco racing tires to the Super Taikyu Race Series and the CIVIC INTER Series as one-make tires. In the Formula category, Yokohama Rubber will, starting this year, be the one-make tire provider for the Japanese Formula 3 Championship, and will provide tires throughout the middle formulas: FJ, Super FJ, F4 and F3.

【Europe】

For the German VLN Endurance Racing Series (ten races) at the Nürburgring, the prestigious ADAC Zurich 24h-race and the Total 24 Hours of Spa, Yokohama Rubber will supply tires to Black Falcon (AMG SLS) and other promising teams, seeking the overall championship. It will provide ADVAN eco racing tires as one-make tires to the European Touring Car Championship (ETCC) and touring car championships in Germany, Spain, Russia, Scandinavia and other countries. In addition, it will be the one-make tire supplier for the European Production Series (in Belgium, Italy, the Czech Republic, England, Germany and Spain), a new series starting this year. As part of the newly established F3 International Trophy (six races), Yokohama Rubber will provide one-make tires to the Grand Prix de Pau (2nd race), in addition to the Macao Grand Prix (5th race) where it does so already.

【North America/Central and South America】

In the United States, Yokohama Rubber will participate in the GT class of the American Le Mans Series (ALMS) with West YOKOHAMA Racing (Lamborghini Gallardo LP560-4). In the class, it will also provide tires to Paul Miller Racing (Porsche 911 GT3 RSR) to win a championship. In addition to the GTC class of the series, it will supply ADVAN eco racing tires as one-make tires to the IMSA GT3 Cup Challenge (U.S.A.) and the Porsche GT3 Cup (Brazil). With the

GEOLANDAR brand tires for SUVs, Yokohama Rubber will also participate in off-road races, including the Baja 1000.

【Asia/Oceania】

In China, Yokohama Rubber became the only supplier to the China Touring Car Championship (CTCC) last year and will continue providing ADVAN eco racing tires as one-make tires. In Thailand, the Philippines, Hong Kong and Macau, Yokohama Rubber will supply its tires primarily to various circuit races. In the Asia Pacific Rally Championship (APRC), it will provide tires to PERTAMINA CUSCO RACING and many other teams to win a championship. In other rally categories, Yokohama Rubber will similarly seek wins in the Malaysian Rally Championship, the Indian National Rally Championship and the Gravel Circuit Championship (Sri Lanka). In Australia, the company will supply one-make ADVAN eco racing tires to V8 UTE, a racing series for pickup trucks.

【Kart Races】

In Japan, as it did last year, Yokohama Rubber will participate in the Super KF category of the All Japan Karting Championship, and will continue to supply one-make tires to the FP-Junior CADET category of the Junior Karting Championship. Overseas, the company continues to supply one-make tires to the Asian Karting Open Championship. It will also provide tires extensively to circuit races in the Philippines, Singapore, Indonesia and elsewhere.

This year, too, Yokohama Rubber will support the teams using its tires, helping them to achieve the best possible performance, and will use the data and experience it gains through motor sports activities in its development of commercial tires. It will update information as necessary on relevant races at its motor sports Web site (http://www.advan.com/english/motor_sports/index.html).