

NEWS RELEASE



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Yokohama Rubber's Subsidiary in China Joins Hands with the China Environmental Protection Foundation

Tokyo - The Yokohama Rubber Co., Ltd., announced today that Yokohama Tire Sales (Shanghai) Co., Ltd., a tire sales company in China, would join hands with the China Environmental Protection Foundation, an advisory body to the Chinese government, to highlight Yokohama Rubber's environmental activities and products and to spread recognition throughout China that "Yokohama Tire = tires friendly to the environment."

Established in 1993 to promote environmental protection, the China Environmental Protection Foundation provides financial assistance to individuals and organizations engaged in environmental protection activities, and research, human-resource development, etc., in the field. As an approved partner, Yokohama Tire Sales (Shanghai) Co., Ltd., may use the logo of the foundation on posters, etc., for its environmentally sound products and in its public relations efforts. With popular actor Louis Koo, Yokohama Rubber's celebrity spokesman in China, as Yokohama's environmental ambassador, the company will feature its ties with the China Environmental Protection Foundation in TV commercials and advertisements.

Environmental awareness has been growing among consumers in China, who are increasingly interested in efforts to reduce negative environmental effects. In these circumstances, Yokohama Rubber hopes to bolster sales of its eco tires in China by promoting the identification of Yokohama Tires with "strong environmental performance," making use of its partnering with the China Environmental Protection Foundation.



Campaign mark showing tie-up with the China Environmental Protection Foundation. "节能环保，从我做起" means "Energy Saving and Environmental Protection Start with Us."



Poster with the campaign mark, using Louis Koo, designated as the Yokohama environmental ambassador