

NEWS RELEASE



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Yokohama Rubber to Exhibit at Tokyo Auto Salon 2012 *New Styles Proposed with ADVAN and BluEarth*

Tokyo - The Yokohama Rubber Co., Ltd., announced today that it will participate with an exhibition in the Tokyo Auto Salon 2012 with NAPAC, to be held from January 13 to January 15, 2012, at Makuhari Messe. Featuring two main brands – the global flagship brand ADVAN, and the new fuel-efficient BluEarth, based on the concept of “being human and socially friendly“ combined with improvement of environmental performance – various dress-up and inch-up styles will be shown.

The Yokohama booth will be divided into three zones, “sport,“ “premium“ and “fuel efficient,“ presenting Yokohama styles matched to users in each category, together with conceptual vehicle images. In the “sport“ zone, with its focus on Yokohama’s leading street sport tire, the ADVAN NEOVA AD08, styles for users who really enjoy driving will be featured. In the “premium“ zone, the high-power saloon tire ADVAN Sport and the premium comfort tire ADVAN dB will be introduced for adults who enjoy the highest level of driving and comfort. The “fuel-efficient“ zone will highlight Yokohama’s attitude toward tire development that values “driving pleasure” with improved fuel efficient performance. The BluEarth-A, a premium fuel-efficient tire for powerful, responsive driving, will be displayed on European high-powered saloon. The BluEarth RV-01, a premium tire for minivans, will be fitted with high-grade minivan. In addition, GEOLANDAR SUV with improved fuel efficiency will be shown, incorporating environmental performance under the BluEarth concept.

A complete lineup of wheels will be displayed as well, including the high-grade aluminum A. V. S. series, the KREUZER series and ADVAN Racing wheels for sports cars. At the booth, a talk show on stage featuring GT300’s champion, Nobuteru Taniguchi, and the champion of Production Cup of International Rally Challenge, Toshihiro Arai, will be held at 11:30 a.m., January 15.



Image of the Yokohama booth