

NEWS RELEASE



THE YOKOHAMA RUBBER CO., LTD.

36-11, Shimbashi 5-chome, Minato-ku,
Tokyo 105-8685, Japan

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For immediate release

Contact:
Corporate Communications Dept.
Phone: 81-3-5400-4531
Fax: 81-3-5400-4570

Yokohama Rubber Establishes Subsidiary in Mexico

Tokyo - The Yokohama Rubber Co., Ltd. today announced that it has established Yokohama Tire Mexico S. de R.L. de C.V. (YTMX) in Silao, Guanajuato, Mexico in March this year. Gary Nash, previously vice president of Yokohama Tire Corporation (YTC) in the United States has been appointed president of the new subsidiary as of April 1.

In the past, The Yokohama Rubber Co., Ltd. sold consumer, commercial and OTR tires to Mexico through YTC. Yokohama Rubber now plans to use the new company to expand its market presence in the said country by providing direct sales, customer service and efficient distribution channels. YTMX is scheduled to begin full-fledged operations in May.

■Outline of Yokohama Tire Mexico

Corporate name: Yokohama Tire Mexico S. de R.L. de C.V.

Established: March 2013

Location: Silao, Guanajuato, Mexico

Capital: 30,000 US dollars

Lines of business: Sale of consumer, commercial and OTR tires

Sole Administrator: Takayuki Hamaya

President: Gary Nash