YOKOHAMA at a Glance

For the nine-month fiscal period ended December 31, 2011

Tires

¥379.2 billion
(81.5% of net sales)

Industrial Products

¥68.2 billion
(14.7% of net sales)

Other Products

¥17.7 billion
(3.8% of net sales)

Globaizing the Yokohama name

Yokohama is stepping up its global marketing for distinctive product lines under the "Yokohama" branding umbrella. That includes promoting consumer tires worldwide in such product lines as Yokohama's high-performance flagship ADVAN tires, the BluEarth fuel-saving tires, the iceGUARD winter tires, and the GEOLANDAR tires for sport-utility vehicles. The company's BluEarth tires address the mounting demand worldwide for improvements in fuel economy. Yokohama markets BluEarth tires in Japan, in Europe, and in China and is preparing to introduce the brand in North America and in additional Asian nations. Meanwhile, the company strengthens its brand image by supplying tires to racing teams and raises its market profile by winning fitments on internationally prominent vehicle models.

Expanding the Yokohama presence in commercial tires

Truck and bus tires and off-the-road tires are important emphases in product strategy at Yokohama. That includes expanding business in advanced-functionality tires for trucks and buses, such as ultralow-profile truck and bus tires that are based on original technology. It also means expanding business in retreaded tires. In addition, Yokohama serves the surging demand for large tires for off-the-road equipment in mineral-producing nations. It is expanding its production and marketing especially of radial tires in sizes of 49 inches and larger.

Japan's market leader in high-pressure hoses and in construction and automotive sealants

Yokohama asserts unique strengths in developing and marketing high-pressure hoses and sealants and adhesives. Those strengths underlie the Company's market leadership in high-pressure hoses for construction equipment, in sealants for buildings, and in window sealants for automobiles.

A world leader in marine hoses and marine fenders

The Company holds a global market share of some 70% in pneumatic fenders for protecting ship hulls. It is augmenting its presence in that sector with high-value-added products for addressing user needs; for example, a remote-sensing system under development for monitoring the positioning of the fenders and ship hulls. Yokohama is also a leading supplier of marine hoses for loading and unloading crude oil.

Lightweight, high-strength fixtures and components for commercial aircraft

Yokohama supplies lavatory modules for the Boeing 737 airliner, onboard stairways for the B747-8I, drinking-water tanks for nearly every Boeing airliner model, and drinking-water and wastewater tanks for the Airbus A380. Underlying the competitiveness of Yokohama's aircraft products are the Company's unique strengths in fabricating lightweight, high-strength items from fiber-reinforced plastic.

Advanced golf equipment

The head-speed theory adopted in Yokohama's PRGR line of golf clubs in 1984 has become axiomatic in the golf world. And Yokohama has continued to earn plaudits for advanced golf equipment that exhibits breakthrough insights and a scientific approach to product development. The Company markets its golf equipment in the Republic of Korea, China, Taiwan, and nations of Southeast Asia.
Yokohama at a Glance

Net Sales: ¥465.1 billion
Operating Income: ¥26.3 billion

(14.7% of net sales)

Other Products
Tires
Industrial Products

¥379.2 billion
(81.5% of net sales)

Principal products
Tires for passenger cars and light trucks, for trucks and buses, and for construction and mining equipment, industrial vehicles, and other applications; aluminum alloy wheels and other peripheral products

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Industrial Products

Principal products
High-pressure hoses, sealants and adhesives, conveyor belts, antiseismic products, marine hoses, pneumatic marine fenders

Japan’s market leader in high-pressure hoses and in construction and automotive sealants
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Other Products

Principal products
Aircraft fixtures and components, golf equipment

Lightweight, high-strength fixtures and components for commercial aircraft
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