**YOYOKOHAMA AT A GLANCE**

**Products and Companies by Business Segment**
As of December 31, 2019

### Tires

**Principal products**
Tires for passenger cars and light trucks; for trucks and buses; for construction and mining equipment; and for motor sports and tire tubes, aluminum alloy wheels, and other peripheral products

**Principal production companies**
- Japan: Yokohama Rubber Co., Ltd.; Yokohama Tire Retread Co., Ltd.; Kameyama Bead Co., Ltd.
- Overseas: Yokohama Tire Manufacturing Virginia LLC. (United States); LLC Yokohama R.P.Z. (Russia); Hangzhou Yokohama Tire Co., Ltd. (China); Yokohama Tire Philippines, Inc. (Philippines); Yokohama Tire

**Principal sales and marketing support companies**
- Japan: Yokohama Tire Japan Co., Ltd.
- Overseas: Yokohama Tire Corporation (United States); Yokohama Tire (Canada) Inc. (Canada); Yokohama Tire Mexico S. de R.L. de C.V. (Mexico); Yokohama H.P.T. Ltd. (United Kingdom); Yokohama Europe GmbH (Germany); Yokohama Russia L.L.C. (Russia); Yokohama Tire Sales (Shanghai) Co., Ltd. (China); Yokohama Tire Sales Philippines, Inc. (Philippines); Yokohama Tire Sales (Thailand) Co., Ltd. (Thailand)

**Employees:** 18,889

### ATG (Alliance Tire Group)

**Principal products**
Tires for agricultural, industrial, construction, and forestry machinery

**Principal production companies**
- ATC Tires Private Ltd. (India); Alliance Tire Company Ltd. (Israel)
- Manufacturing (Thailand) Co., Ltd. (Thailand); Yokohama Tyre Vietnam Inc. (Vietnam); Yokohama India Pvt. Ltd. (India)

**Principal sales, marketing, and other support companies**
- Alliance Tire Europe B.V. (Netherlands); Alliance Tire Americas Inc. (United States); Alliance Tire Group K.K. (Japan)

**Employees:** 3,284
ATG ¥10.4
Others ¥0.5
MB ¥8.3
Tires ¥30.8

**Business Profit*** (Billions of yen)

*Sales revenue – (cost of sales + selling, general and administrative expenses)

**MB (Multiple Business)**

**Principal products**
High-pressure hoses, conveyor belts, marine hoses and pneumatic marine fenders, Hamatite-brand sealants and adhesives, aircraft fixtures and components

**Principal production companies**

- **Japan**
  - Yokohama Rubber Co., Ltd.
- **Overseas**
  - Yokohama Industries Americas Inc. (United States)
  - Yokohama Industries Americas de Mexico, S. de R.L. de C.V. (Mexico)
  - Yokohama Industrial Products Italy S.r.I. (Italy)
  - Yokohama Industrial Products-Hangzhou Co., Ltd. (China)
  - SC Kingflex Corporation (Taiwan)
  - PT. Yokohama Industrial Products Manufacturing Indonesia (Indonesia)
  - Yokohama Rubber (Thailand) Co., Ltd. (Thailand)

**Principal sales and marketing support companies**

- **Japan**
  - Yokohama Industrial Products Japan Co., Ltd.
- **Overseas**
  - Yokohama Aerospace America, Inc. (United States)
  - Yokohama Industries Americas Ohio Inc. (United States)
  - Yokohama Industrial Products Sales-Shanghai Co., Ltd. (China)
  - Yokohama Industrial Products Asia-Pacific Pte. Ltd. (Singapore)

**Employees**: 4,021

**Other operations**

**Principal products**
Golf equipment and services for Yokohama Rubber and its subsidiaries and affiliates

**Principal companies**

- **Japan**
- **Overseas**
  - Y.T. Rubber Co., Ltd. (Thailand); Yokohama Rubber Singapore Pte. Ltd. (Singapore)

**Employees**: 1,234
# RESULTS AND TRENDS BY BUSINESS SEGMENT

## TIRES

<table>
<thead>
<tr>
<th>Sales Revenue:</th>
<th>Business Profit:</th>
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<td>¥451.7 billion</td>
<td>¥30.8 billion</td>
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(Billions of yen)

### Business results in 2019
Business profit declined 27.3%, to ¥30.8 billion, on a 0.7% decline in sales revenue, to ¥451.7 billion. The Tires segment thus accounted for 61.4% of total business profit and for 69.4% of total sales revenue.

### Original equipment
Sales revenue declined in original equipment business. In Japan, business in original equipment tires suffered from product changeovers for vehicle models equipped with Yokohama tires. Overseas business in original equipment was weak in most markets except North America.

### Replacement tires
Yokohama posted sales growth in replacement tires. Business benefited from strategic initiatives under the company’s medium-term management plan, Grand Design 2020. That included promoting vigorously the premium-grade tires of Yokohama’s global flagship brand, ADVAN; the fuel-saving tires of the company’s BluEarth series; GEOLANDAR tires for sport-utility vehicles and pickup trucks; and other high-value-added products. In Japan, consecutive warm winters affected sales of winter tires adversely at the beginning and end of the year. Sales of summer tires were robust, and Yokohama maintained unit sales of replacement tires at the same level as in the previous year. Business declined in Japan, however, in sales value. Business in replacement tires was generally solid in overseas markets.

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Superior all-around performance distinguishes the BluEarth-GT AE51 grand touring tire.

High-performance crossover sport-utility vehicles gain optimized response on highway terrain with the GEOLANDAR X-CV.
MB (Multiple Business)

Business results in 2019
Business profit increased 12.4%, to ¥8.3 billion, on a 1.3% increase in sales revenue, to ¥119.3 billion. The MB segment thus accounted for 16.6% of total business profit and for 18.3% of total sales revenue.

High-pressure hoses
Business in high-pressure hoses declined slightly despite overseas sales growth in automotive hoses. Demand for high-pressure hoses for construction equipment was weak in China and, on account of the effect of typhoon damage, in Japan.

Industrial materials
Business expanded in industrial materials, led by vigor in conveyor belts in Japan and overseas.

Hamatite-brand sealants and adhesives
Sales were flat in Hamatite sealants and adhesives. Japanese business in construction sealants was robust, spurred by demand in urban redevelopment projects. Business was stagnant, however, in automotive sealants and adhesives.

Aircraft fixtures and components
In aircraft fixtures and components, business was vibrant in replacement lavatory modules for commercial aircraft, and sales increased in the commercial and government sectors.
## Business results in 2019
Business profit increased 23.0%, to ¥10.4 billion, on a 3.1% increase in sales revenue, to ¥70.8 billion. The ATG segment thus accounted for 20.8% of total business profit and for 10.9% of total sales revenue.

### Off-highway tires
Yokohama recorded growth in sales revenue and business profit in the ATG segment, which handles off-highway tires for agricultural machinery, industrial machinery, and other applications. Business was especially strong in replacement tires.

![Yokohama's ATG segment is notably strong in agricultural tires, such as the Alliance 398 MPT (pictured).]
Golf Equipment

Yokohama markets golf equipment under the PRGR brand in Japan and also in China, the Republic of Korea, and Southeast Asian nations.

Product launches in 2019

**RS RED drivers: increased ease and speed along with maximal distance**
The RS RED drivers debuted in April 2019 as the newest additions to the RS product line. They offer long driving distance afforded by the maximal springlike effect permissible under the Rules of Golf. Yokohama has enhanced swinging ease with shallow heads that have a low center of gravity, and the RS RED drivers also feature increased speed off the head. The clubs employ lightweight shafts jointly developed with Fujikura Composites Inc.

**NEW SUPER egg 480 drivers: reconciliation of distance and ease with a high coefficient of rebound**
Yokohama adopted a coefficient of rebound beyond the Rules of Golf in the NEW SUPER egg 480 drivers, launched in July 2019. These additions to the SUPER egg series are a godsend for golfers troubled by declining distance. They reconcile driving distance and swinging ease with broad, shallow faces of distinct contour.

**NEW egg 5500 drivers: fault tolerance and hefty range**
The creators of the NEW egg 5500 drivers disregarded age and gender and abandoned all preconceptions in the pursuit of distance and swinging ease. They adopted the biggest gravity angle in the industry to facilitate natural turning. These drivers, launched in September 2019, grasp the ball well and are tolerant of minor imperfections in golfers’ swings.

**TUNE 02 and TUNE 03: driver heads for high initial speed**
Yokohama augmented its PRGR TUNE series of driver heads with the September 2019 launch of the remodeled TUNE 02 and the all-new TUNE 03. Both of the new heads offer a high coefficient of rebound and a broad area for high initial speed. They combine their high initial speed with superior reliability. The development themes were “impact” for the TUNE 02 and “grasp” for the TUNE 03.