17th March 2014

**YOKOHAMA Success at Geneva Motor Show**

The Japanese tyre manufacturer YOKOHAMA successfully concluded its participation at the 84th edition of the International Auto Salon, which closed yesterday evening in Geneva, Switzerland.

During the past couple of weeks YOKOHAMA exhibited its new winter products – the W.drive V905 and the iceGuard stud iG55 as well as the BluEarth-A, which delivers a high degree of wet grip, drivability and exceptional fuel efficiency that typifies YOKOHAMA’s pursuit of driving pleasure. In addition, it offers a well-balanced total performance featuring low noise, comfort and long-life and a European “A” grading on Wet.

Also presented during Geneva was the BluEarth-1 EF20 which is the new generation of the BluEarth flagship tyre as well as the new “ADVAN” racing tyre for the forthcoming FIA WTCC Season. The new products were officially launched to the European market by Mr. Tetsuya Kuze, Director and Corporate Officer of the Yokohama Rubber Company Ltd. during a well-attended press conference on the 4th March.

The integration of YOKOHAMA’s technologies and know-how was also on display at the booth with the spectacular concept car, the AERO-Y, YOKOHAMA’s Electric Vehicle which combines the different business fields that the Japanese company specialises in. The AERO-Y also showcased “the tyres of the next generation”, with its “fin tyres” designed to reduce the vehicle’s air drag by controlling the airflow in the wheel well. The EV also has an ultra-lightweight yet high-strength body created from material developed by YOKOHAMA for use in aircraft components. Additionally the car boasts an adhesive technology that stems from the development of HAMATITE adhesives and enables the creation of composites from hard-to-bond dissimilar materials.

A delegation of senior management and representatives from YOKOHAMA Europe and its European distributors were at hand to explain the outstanding performance and features of the new products. A highlight for the many visitors to the YOKOHAMA booth was the presence of Miss YOKOHAMA 2014, Nicole Homola, who signed autographs and welcomed the members of the public to take pictures with her.