13th May 2014

**YOKOHAMA to Exhibit at REIFEN 2014 in Germany**

Tokyo – The Yokohama Rubber Co., Ltd., announced today that it will participate in “REIFEN 2014”, to be held in Essen, Germany from the 27th-30th May. “REIFEN 2014” is one of the largest and most popular tyre trade fairs, as well known as “Reifenmesse”. Held every two years this well-known event counts with the participation of the Japanese tyre manufacturer YOKOHAMA displaying its latest products.

As a special highlight and demonstrating the integration of YOKOHAMA’s technologies and know-how the spectacular electric concept car, “AERO-Y” which combines the different business fields that the Japanese company specialises in will also be on display. The “AERO-Y” will also showcase “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 house.

YOKOHAMA will exhibit its varied line-up from the environmental “BluEarth” series to the “GEOLANDAR” tyres for SUVs and the new products recently launched at the Geneva Motor Show.

The product corners will be focusing on the “ADVAN” tyre range; which include the replacement “ADVAN Sport V105”, the “ADVAN NEOVA AD08R”, the new FIA World Touring Car Championship 18-inch racing slick “ADVAN A005”, as well as the “ADVAN S/T” which is Original Equipment for the Mercedes-Benz G-class.

Among the impressive range of YOKOHAMA OE tyres, the selection at the booth will be the Mercedes-Benz S-class tyre and the newly developed GLA runflat tyre. YOKOHAMA´s Porsche-approved tyres will be highlighted by the Porsche Panamera tyre, “ADVAN Sport V105 N-0”.

With new products for winter also launched in 2014, YOKOHAMA will be presenting the new “W\*drive V905” for the European continent as well as the new “iceGUARD Stud iG55”, the stud tyre and the “iceGUARD Studless iG50” which are ideal for the more severe Nordic winter weather conditions.

A selection of YOKOHAMA´s Van tyres will also be shown in addition to various truck and bus tyres for all conditions and axles. The range of tyres will be completed by a large off-the-road tyre, the “RB31” for articulated dump trucks.

YOKOHAMA´s booth is located in hall 3 at booth number 3A18.

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***Image of the YOKOHAMA booth***