3rd June 2014

**YOKOHAMA achievement at REIFEN 2014**

The Japanese Tyre manufacturer YOKOHAMA concluded a significant week at one of the World’s largest Tyre Trade fairs, which is held every two years in Essen, Germany. In addition to winning the prestigious “Reifenmesse Innovation Award 2014” in the Technology and Product category, the fair “REIFEN” hosted around 20,000 visitors, which was an improvement in numbers from the previous edition. From the figures published by the organisers, 64% of visitors were from outside Germany which means the international participation has increased by 12% from the 2012 Reifenmesse.

A spokesman for YOKOHAMA explained its custom-designed booth was very popular and very well attended throughout the week long show. A number of YOKOHAMA Europe representatives – European Head Office for the Japanese Tyre manufacturer, including its President Mr. Shinichi Takimoto, as well as European country distributors were also at hand to offer advice and made themselves available to the many visitors and business partners joining the tyre fair.

A good selection of tyre products from the YOKOHAMA Line-up including Passenger Car, Original Equipment, SUV, Truck and Bus and Off-The-Road tyres were on display with interactive explanations and video as well as one of the best examples integrating the different fields that The Yokohama Rubber Company Ltd. specialises in: the EV Concept car AERO-Y. The stunning car, brought especially for the occasion made the delights of the many visitors who enquired extensively as to the technology involved in the creation of the car. The AERO-Y also boasts the latest technology in the aerodynamic “Fin” Tyres, which YOKOHAMA describes as “The Tyres of the next generation” and which are designed to reduce the vehicle’s air drag by controlling the airflow in the wheel house.