8th August 2014

**YOKOHAMA Announces Changes in Senior Management**

Tokyo – The Yokohama Rubber Co., Ltd., announced today the following changes in senior management responsibilities, as decided at 8th August 2014, meeting of the board of directors.

The changes will be effective as of 1st October 2014.

***Changes in directors’ responsibilities***

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| --- | --- | --- |
|  | *New position* | *Current position* |
| **Hikomitsu Noji** | President and Representative Director, President of Tire Business | President and Representative Director, CEO of Yokohama Tire Corporation, CEO of Yokohama Corporation of North America |
| **Hideto Katsuragawa** | Director and Managing Corporate Officer, Chief Tire Marketing Officer, Head of O.E. Tire Sales & Marketing Div., President of Yokohama Continental Tire Co., Ltd. | Director and Managing Corporate Officer, Head of Tire Business Planning Div., Head of Tire Logistics Div. |
| **Tetsuya Kuze** | Director and Managing Corporate Officer, Chief Tire Technical Officer | Director and Managing Corporate Officer, Chief Tire Technical Officer, Head of Consumer Tire Development  Div. |

***Changes in corporate officers’ responsibilities***

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| --- | --- | --- |
|  | *New position* | *Current position* |
| **Hirohiko Takaoka** | Managing Corporate Officer, President of Yokohama Tire Japan Co., Ltd. | Managing Corporate Officer, in charge of Domestic Replacement Tire Sales, President of Yokohama Tire Japan Co., Ltd. |
| **Takaharu Fushimi** | Managing Corporate Officer, CEO of Yokohama Corporation of North America | Managing Corporate Officer, Head of O.E. Tire Sales & Marketing Div., President of Yokohama Continental Tire Co., Ltd. |
| **Masataka Yamaishi** | Corporate Officer, Acting Head of Corporate Planning Div., Assistant to President of Tire Business, Head of Corporate Planning Dept., President of Acty Corporation | Corporate Officer, Acting Head of Corporate Planning Div., Assistant to Head of Tire Business Planning Div., Head of Corporate Planning Dept., President of Acty Corporation |
| **Yasuhiro Kurokawa** | Corporate Officer, Head of Domestic Replacement Tire Sales Div. | Corporate Officer, Vice President of Yokohama Tire Japan Co., Ltd. |
| **Masaki Noro** | Corporate Officer, Head of Consumer Tire Development Div., President of Yokohama Motorsports International Co., Ltd. | Corporate Officer, Acting Head of Consumer Tire Development Div., Head of Consumer Tire Product Planning Dept., President of Yokohama Motorsports International Co., Ltd. |