15th January 2015

**YOKOHAMA Russia Plant Begins Production of Original-Equipment Tyres for Passenger Cars**

Tokyo – The Yokohama Rubber Co., Ltd., announced today that its Russian passenger car tyre production and sales company, LLC Yokohama R.P.Z., began production in November 2014 of original-equipment (OE) tyres for passenger cars. In November, the subsidiary began producing “GEOLANDAR G91” tyres for Nissan X-Trail SUVs made at Nissan Motor Corporation’s local facility Nissan Manufacturing Russia. In December, it began making “BluEarth E75” tyres for Nissan Teana sedans made at the Nissan Manufacturing Russia plant.

Production of the two tyre types was launched in response to a direct request from Nissan Russia, which is curtailing its use of tyres produced in other countries. The request also reflects Nissan’s high evaluation of the quality of tyres produced by LLC Yokohama R.P.Z. Previously, LLC Yokohama R.P.Z. had dedicated itself to the production of replacement tyres, so the addition of OE tyres to the subsidiary’s product line should help raise awareness of the “YOKOHAMA” brand in Russia.

One of the key measures being implemented to achieve the goals of YOKOHAMA’s medium-term management plan (Grand Design 100) is the expansion of OE tyre production at overseas plants. Because the development of OE tyres requires considerable technological capabilities, production of OE tyres is expected to increase car drivers’ confidence in YOKOHAMA tyres and help expand sales of its after-market replacement tyres as well. YOKOHAMA is therefore striving to win orders from automakers with production plants in the same region.

LLC Yokohama R.P.Z. was established in December 2008 and started production, Russia’s first passenger car tyre plant operated by a Japanese maker, at the end of 2011. Russia has become one of YOKOHAMA’s biggest markets. YOKOHAMA has continuously expanded the Russia plant’s capacity, which now stands at 1.6 million tyres a year, a 2.3-fold increase from the plant’s capacity upon the start of operations in 2012.

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***The “GEOLANDAR G91” tyre being supplied LLC Yokohama R.P.Z.’s passenger car tyre plant***

***as OE tyre for Nissan’s X-Trail SUV***