18th October 2017

**YOKOHAMA Marks its 100th Anniversary**

YOKOHAMA celebrated its 100th anniversary on 13th October. We would like to take this opportunity to express our thanks and deepest gratitude to our customers and all the company’s stakeholders for your support of the company's development over these many years.   
  
YOKOHAMA started out in the eponymous city near Tokyo on 13th October 1917. Our history is a tale of overcoming challenges and adversity. We lost our production lines in the Great Kanto Earthquake of 1923 and again in the bombing of World War II but rebuilt them anew each time and went on to achieve renewed growth. Similarly, our resilience carried us through the financial panic of 1965, the bursting of Japan’s economic bubble at the outset of the 1990s, and the fallout from the bankruptcy of Lehman Brothers in 2008. Since our foundation, we have continuously and diligently pursued the development of new technologies, building upon the work of our predecessors to bring to our customers a constant stream of pioneering products that set new standards. As a result, our business has expanded and today YOKOHAMA is a global corporation with 25,000 employees around the world.   
  
The pioneering products developed during our first 100 years include Japan’s first corded tyre, the “Hama Town Cord” (1921) and its first snow tyre, the “Y-29” (1954), as well as the G.T. Special" (1967), which contributed to the popularity of radial tyres in Japan. We have also pioneered new tyre genres, with our sport radial tyre “ADVAN HF” (1978) and our eco-friendly “DNA” series (1998). YOKOHAMA was also one of the first tyre makers to adopt a brand strategy (1978-1980) that divided its product lineup into categories based on the tyres’ special features. Our non-tyre businesses also have displayed YOKOHAMA’s pioneering spirit, introducing many innovative products and industry firsts, including the world’s first large pneumatic fenders (1958), used to protect ships during ship-to-ship and dockside operations; the first building sealant (1975) to receive Japan’s highest rating for durability (JIS A5757); and the PRGR (Pro Gear) golf equipment brand (1983), which brought new scientific approaches, such as head-speed theory, to golf club design.   
  
As YOKOHAMA enters its second century, we are dedicated to further refining the advanced product development capabilities and world-class technical capabilities that have been developed over the Company’s first 100 years. Firmly instilled with the pioneering spirit of our founders, we look forward to meeting future challenges and further growing the Company over the next 100 years.



*The 100th anniversary logomark*