2nd April 2013

**YOKOHAMA Rubber Establishes Subsidiary in Mexico**

Tokyo - The YOKOHAMA Rubber Co., Ltd. today announced that it has established YOKOHAMA Tire Mexico S. de R.L. de C.V. (YTMX) in Silao, Guanajuato, Mexico in March this year. Gary Nash, previously Vice President of YOKOHAMA Tire Corporation (YTC) in the United States has been appointed President of the new subsidiary as of 1st April 2013.

In the past, The YOKOHAMA Rubber Co., Ltd. sold consumer, commercial and OTR tyres to Mexico through YTC. YOKOHAMA now plans to use the new company to expand its market presence in the said country by providing direct sales, customer service and efficient distribution channels.

YTMX is scheduled to begin full-fledged operations in May.

**■Outline of YOKOHAMA Tire Mexico**

Corporate name: YOKOHAMA Tire Mexico S. de R.L. de C.V.

Established: March 2013

Location: Silao, Guanajuato, Mexico

Capital: 30,000 US dollars

Lines of business: Sale of consumer, commercial and OTR tyres

Sole Administrator: Takayuki Hamaya

President: Gary Nash