

Chelsea Football Club Unveils New Uniform with “YOKOHAMA TYRES” Logo

16th July 2015

Tokyo – The Yokohama Rubber Co., Ltd., as the new principal shirt partner of Chelsea Football Club, the English Premier League champions, is delighted to reveal the new jersey bearing the “YOKOHAMA TYRES” logo.

Sales of the eagerly awaited new uniform will be launched on July 22 and will soon be available to Chelsea fans around the world. The new home uniform, manufactured by leading sports brand Adidas, bears the YOKOHAMA TYRES logo across the chest, and will be worn by the players for the first time at a preseason friendly match between Chelsea and New York Red Bulls of the Major League Soccer (MLS) league in the U.S. on July 22. The uniform will make its U.K. debut on August 2 at Wembley Stadium when Chelsea takes on Arsenal in the FA Community Shield match pitting the reigning Premier League champions against the current FA Cup holders.

The shirt design stays loyal to tradition, taking inspiration from several classic Chelsea shirts. With white and red trims at the collar, sleeves, shorts and socks the kit celebrates these club colours and ties back to Chelsea’s history. The vertical pinstripes underline this celebration, having been a feature of several iconic jerseys from the past 30 years.



Leading Chelsea FC players outfitted in their new uniforms bearing the YOKOHAMA TYRES logo (left) and the new uniform (right)

Established in 1905, the Chelsea Football Club is one of the Premier League’s most prestigious clubs. Chelsea completed the 2014–2015 season by capturing its fifth English championship. It has won the FA Cup seven times, the European Cup Winners’ Cup twice, and is the only U.K. club to win all three of the UEFA’s three major club competitions, lifting the UEFA Champions League in 2012 and the UEFA Europa League a year later. The current first team includes many world-class players and is led by manager Jose Mourinho, one of the football world’s top coaches.

Founded in Japan in 1917, Yokohama Rubber is a comprehensive global tyre and rubber manufacturer headquartered in Tokyo. In addition to being a comprehensive maker of tyres, including tyres for passenger cars, trucks and buses, and construction machinery, Yokohama Rubber produces and markets a wide range of rubber products, such as automotive hoses and conveyor belts as well as marine hoses.

The Company operates 13 tyre plants (not including those currently under construction) in eight countries around the world and employs about 20,000 people globally. Its consolidated sales in fiscal year 2014 (ending December 31, 2014) totalled 625.2 billion yen.

Yokohama Rubber aims to raise global awareness of its YOKOHAMA TYRES brand as it seeks to expand sales around the world. As a global player in its field, Yokohama Rubber, like a major sports team, is constantly refining the skills and techniques of its employees who, like athletes, work together as a team to engage in wholesome competition with rivals from around the world. With this shared sense of working as a team to meet the challenges from competitors, Yokohama Rubber was eager to partner with the Chelsea FC, another world-class organization with a worldwide fan base. Yokohama Rubber and the Chelsea FC in February this year thus entered into a five-year partnership commencing with the start of the 2015–16 season this July.

Upcoming Chelsea matches that will be played in the new uniforms (late July – early August):

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| July 22 | vs. New York Red Bulls
Preseason match in New Jersey, USA |
| July 25 | vs. Paris Saint-Germain FC
Preseason match in Charlotte, North Carolina, USA |
| July 28 | vs. FC Barcelona
Preseason match in Washington D.C. |
| August 2 | vs. Arsenal
Community Shield at Wembley Stadium (London)
* Annual match pitting Premier League champion (Chelsea) and FA Cup holder (Arsenal) |
| August 5 | vs. ACF Fiorentina
Preseason match at Stamford Bridge (London) |
| August 8 | vs. Swansea
Premier League opener at Stamford Bridge (London) |

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