

## CSR Report of Shinshiro Plant

**Shinshiro Plant**  
**Business activities:** Production of tires for passenger cars  
**Total site area:** 221,000m<sup>2</sup>  
**Number of employees:** 1,389 (as of the end of February, 2014)  
**Location:** 1 Furuyashiki, Noda-Aza, Shinshiro City, Aichi 441-1343, JAPAN

**Shinshiro-Minami Plant**  
**Business activities:** Production of tires for passenger cars  
**Total site area:** 111,003m<sup>2</sup>  
**Number of employees:** 439 (as of the end of February, 2014)  
**Location:** 10-24 Oiri, Hitokuwada-Aza, Shinshiro City, Aichi 441-1338, JAPAN



Shinshiro Plant



Shinshiro-Minami Plant

### Contact for consultation and complaints:

General Affairs Division Tel: +81-536-22-2251 Fax: +81-536-23-0353

### Message from the General Manager



Takashi Shirokawa

The Shinshiro Plant strives to conduct plant operations, considering the environment as a core plant of Yokohama Rubber, aiming to be “a top level contributor in terms of the environment.” While the plant manufactures BluEarth, low fuel consumption tires and environmentally friendly products, plants seedlings are grown by employees around the plant in “Forever Forest Project” activities. We have donated about 125,000 seedlings and supported planting around the region and other companies and employees have carried out environmental preservation activities with

people in local communities.

The Plant uses a large amount of water resources in the region in the process of producing tires. The employees ask themselves “we have received a gift from nature but what can we do for the environment?” Therefore, we made our own biotope on the premises of the plant and also conducted a biodiversity survey at the water source of the Toyo River, a clean river and at

the drain outlet of the plant. We will continue such biodiversity protection activities and we will continue to protect nature, water resources and lives there. We will also inform what we found in biodiversity protection activities and our activities.

The plant signed an environmental preservation agreement with Shinshiro City, where the plant is located, and we conduct water quality inspections of plant waste water and measurements of noise to give consideration to the living environment as a member of the local community. The plant was registered as an office participating in disaster prevention of the city and if a large scale disaster occurs, we will set up an evacuation site on the premises of the plant to provide cooperation through our plant personnel and facilities.

We also operate the plant as a member of the region by opening Gomura Park on the premises to the public to be used as a place of leisure and accept plant tours of students of elementary, junior high and senior high schools in neighboring areas and introduce efforts of the plant and receive various opinions through informal discussions with the head of wards in the region. We will continue to contribute to the region as a member of the local community together with people in the region.



### Organizational Governance

#### Compliance education

We hold harassment seminars for managers and supervisors, thus educating them with regard to human rights respect and the promotion of equality between men and women, etc.

Furthermore, CSR study meetings are held with business partners, at such events we work to strengthen trusting relationships by once again acknowledging social contribution activities and the issue of legal compliance.



### Human Rights

#### Efforts promoting human rights

##### Code of Conduct

The Yokohama Rubber Group employee’s “Code of Conduct” is distributed to all employees and we make efforts for enlightenment.

#### Promoting employment of people with disabilities

One disabled person was newly-hired in FY2013. Accordingly, as of the end of 2013 we are employing some 19 disabled persons. (This amounts to a disabled employment ratio of 2.14%). We have also provided a location where disabled persons can undertake work-experience training. In the future as well, we will make efforts to expand the hiring of disabled persons, and to enhance the workplace environment for them.

## Safety and health measures

Based on the recognition that, the basis of corporate activity is assuring the safety and health of both our employees and those of cooperating companies, Occupational Safety and Health Management System (OSHMS) certification in accordance with Japan Industrial Safety & Health Association (JISHA) standards was obtained. This was done as a means by which to realize a safe, healthy and comfortable workplace. Two years have now passed since this achievement.

In addition to properly implementing and operating this system, we are pushing forward with the promotion of safety and health activities in order that improvements may continue to be made in 2014. This is being based both on the 5S activities and through the cooperation and opinions received from all constituents (not only our employees but those of cooperating companies as well).

In 2013, in bringing to the fore the strong leadership of managers and supervisors, the following types of activity were developed as new additions to our existing activities.

- Shinshiro Plant Safety and Health Committee, Shinshiro-Minami Plant Safety and Health Committee (once a month)
- Cooperating Companies Environmental Safety Sub-Committee Meeting, Labor and Management Council, Safety Personnel Conference (each meeting: once a month)
- Regular follow up safety meetings conducted by the top management at plants
- Strengthened management to prevent overwork
- Reviews of past accidents

## Education and training of employees

Safety education for employees starts from safety and health education at the time of new employment and we are deploying activities, mainly by person-to-person education for employees by managers and sensory training, risk assessment practical training, KY (danger anticipation) meeting and safety personnel certification development training.

## Responses in case of disaster

For responses in case of disasters, regular evacuation drills are conducted in accordance with the annual fire and disaster prevention plan. At the drill, we establish a self-firefighting organization headquarters to conduct drills so that comprehensive responses can be made through fire extinguishing drills and rescue drills.

Furthermore, the Shinshiro Plant regularly conducts joint fire-fighting drills with the Shinshiro Fire Department, one such event having been held in September of this year. A list of the other activities that are conducted is given below.

- Earthquake disaster prevention drills
- Oil leakage response drills
- Emergency rescue seminars (30 employees participated)



## Management Policy of Yokohama Rubber Co., Ltd., Shinshiro Plant

**The Shinshiro Plant, as the core plant of Yokohama Rubber Co., Ltd., will be a pioneer, aiming to become "a company having world-class strengths in technologies for protecting the environment."**

- (1) By manufacturing products with heart and technology, we contribute to happiness and affluence and continue to practice "prevention of environmental pollution and sensory discomfort" and "improving the protection of the environment" by pre-emptive management.
- (2) All departments and related companies constituting Shinshiro Plant shall build up and maintain a mechanism in accordance with the environmental management system established by themselves and practice sustainable improvement of environmentally friendly management.
- (3) In compliance with the related laws, regulations, agreements and contracts, etc., we will deepen communications with all stakeholders to strive for regional contribution and social contribution.
- (4) In order to protect limited global resources such as energy, raw materials and water, we practice activities preventing waste and promote 3R (\*) and contribute to realization of low carbon and recycling society.  
\*Reduce, Reuse and Recycle
- (5) In order to realize this policy, we establish environmental objectives and targets, carry out the plan deliberately and securely promote them by visualization of the results. Also, the policy, objective and goal are subject to review, and revised as necessary.
- (6) We cherish natural lives in the Shinshiro region in the Toyo River water system with rich water and strive for protection of biodiversity.
- (7) In harmony and fusion with rich nature of Shinshiro-shi, "Yama-no minato" and through "YOKOHAMA Forever Forest" activities, we aim at regional contributions and coexistence of humans and nature through planting activities and planting instruction and furnishing seedlings.
- (8) We will provide thorough education and enlightenment activities so that all workers at the Shinshiro Plant can understand the policy and act accordingly.
- (9) This Policy shall be published.

January 6, 2014

**Takashi Shirokawa**

Plant General Manager,  
Yokohama Rubber Co., Ltd.,  
Shinshiro Plant

## Reductions in greenhouse gas emissions

### Advancement of energy-saving activities

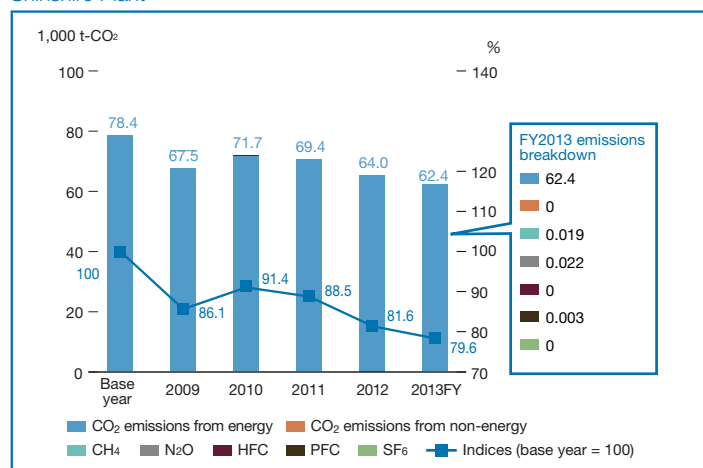
We are working to reduce our wasteful use of fuel and electricity, as well as our greenhouse gas emissions. We are doing this through the energy-saving activities conducted across the entire plant, the energy savings being thus derived by application of heat-insulation materials and through the use of LED lighting and high-efficiency equipment. We are also working to achieve these aims through a self-maintenance program that includes repairs to stop air escaping from buildings and the application of air caps to windows.



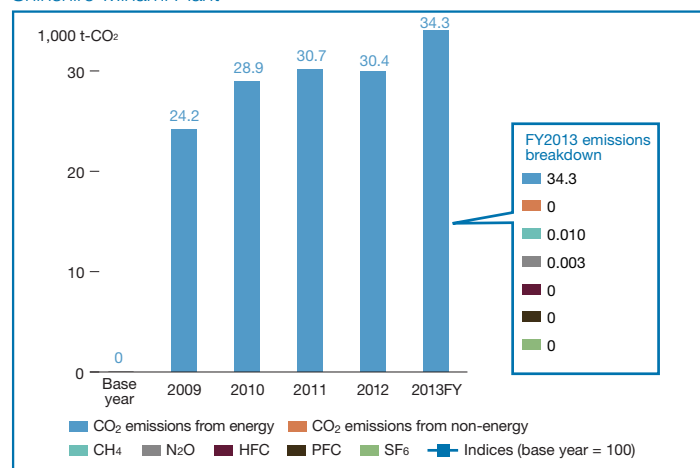
## Environmental data and explanations

### ■ Reductions in greenhouse gas emissions

#### Shinshiro Plant



#### Shinshiro-Minami Plant



\* The base year: In principal it is 1990. For HFC, PFC and SF<sub>6</sub>, the base year is 1995 according to the Kyoto Protocol.

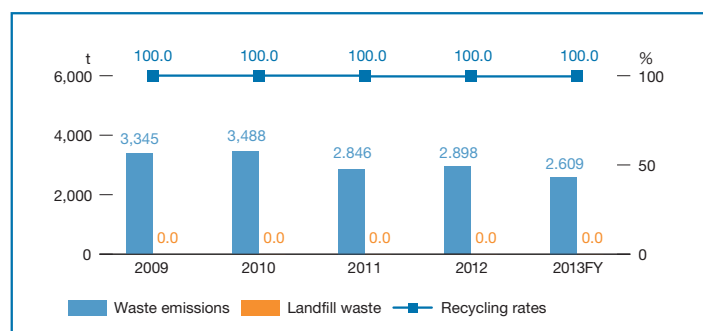
\* Greenhouse gases (GHG) calculated in accordance with the Calculation and Reporting Manual for Greenhouse Gas Emissions (Ministry of the Environment, Ministry of the Economy, Trade and Industry). Note that GHG emissions associated with purchased power in FY2009 were calculated using the Table of Emission Coefficients by Power Company (Ministry of the Environment).

\* As the closing of accounts period was April to December in FY2011, the calendar year of January to December was calculated by the duplication of data for the period January to March.

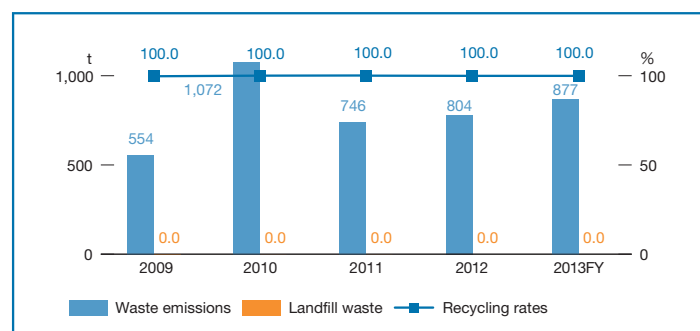
### ■ Effective use of resources/ Waste reductions

#### • Waste output

##### Shinshiro Plant



##### Shinshiro-Minami Plant

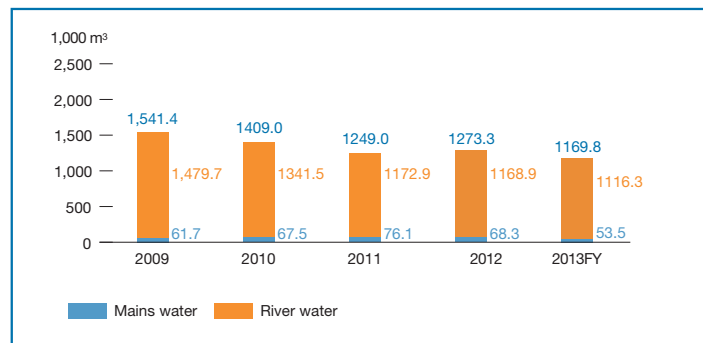


#### • Water usage

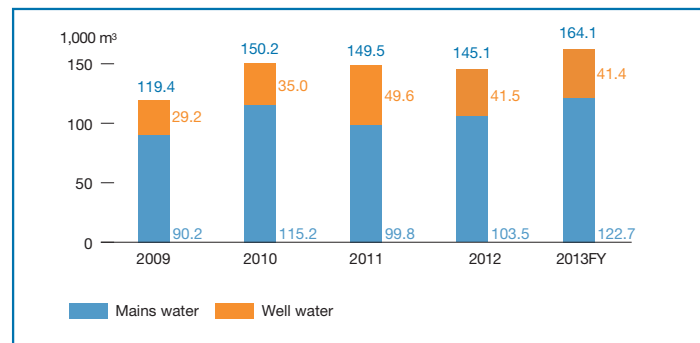
Shinshiro Plant: uses mains water and draws industrial water from the Toyo River and Noda River, a branch of the Toyo River.

Shinshiro-Minami Plant: uses mains water and draws industrial water from well water.

##### Shinshiro Plant



##### Shinshiro-Minami Plant



## ■ Measures for Discharge into Water, Air and Soil

### • Data related to water contamination

**Shinshiro Plant:** twice a month, monitors twenty items of water contamination within self-regulated targets set under the Ordinance with Aichi Prefecture and Shinshiro City.

#### Shinshiro Plant

Drain	Item	Regulatory values	Voluntary standard values	FY2013 result		
				Average	Maximum	Minimum
Drain 1	PH	5.8~8.6	6.5~8.0	7.4	7.6	7.2
	BOD concentration (mg/l)	20	14.0 or less	2.6	6.7	1.1
	COD concentration (mg/l)	20	14.0 or less	3.4	5.1	2.5
	SS concentration (mg/l)	20	14.1 or less	1.8	3.0	Less than 1
	Oil concentration (mg/l)	10	5.0 or less	Less than 0.5	Less than 0.5	Less than 0.5
Drain 2	PH	5.8~8.6	6.5~8.0	7.6	7.8	7.5
	BOD concentration (mg/l)	20	14.0 or less	2.3	4.7	0.9
	COD concentration (mg/l)	20	14.0 or less	3.5	6.7	2.2
	SS concentration (mg/l)	20	14.0 or less	1.2	2.0	Less than 1
	Oil concentration (mg/l)	10	5.0 or less	Less than 0.5	Less than 0.5	Less than 0.5

\* In accordance with the Pollution Control Agreement and Charter of Aichi Prefecture

**Shinshiro-Minami Plant:** once a month, monitors twenty items of water contamination within self-regulated targets set under the Ordinance with Aichi Prefecture and Shinshiro City.

#### Shinshiro-Minami Plant

Drain	Item	Regulatory values	Voluntary standard values	FY2013 result		
				Average	Maximum	Minimum
Drain 1	PH	5.8~8.6	6.5~8.0	7.7	8.0	7.6
	BOD concentration (mg/l)	20	14.0 or less	3.6	7.9	1.2
	COD concentration (mg/l)	20	14.1 or less	6.4	8.4	5.2
	SS concentration (mg/l)	20	14.2 or less	1.3	2.0	Less than 1
	Oil concentration (mg/l)	10	5.0 or less	Less than 0.5	Less than 0.5	Less than 0.5
Drain 2	PH	5.8~8.6	6.5~8.0	7.6	7.9	7.3
	BOD concentration (mg/l)	20	14.0 or less	3.5	6.0	1.7
	COD concentration (mg/l)	20	14.1 or less	5.1	8.0	3.9
	SS concentration (mg/l)	20	14.2 or less	1.7	2.0	1.0
	Oil concentration (mg/l)	10	5.0 or less	Less than 0.5	Less than 0.5	Less than 0.5

\* In accordance with the Pollution Control Agreement and Charter of Aichi Prefecture

### • Discharge locations

	Drainage outlet	Discharge point (Name of rivers)
Shinshiro Plant	Drainage #1, Drainage #2	Noda River
Shinshiro-Minami Plant	Drainage #1, Drainage #2	Kuroda River

### • Air pollutants (NOx, SOx)

Substance	NOx emissions (t / year)	SOx emissions (t / year)
Shinshiro Plant	30	-
Shinshiro-Minami Plant	13	4

#### Shinshiro Plant

Facility	Substance	Regulatory values	Voluntary standard values	FY2013 result		
				Average	Maximum	Minimum
Boiler 1	SOx emissions (m³N/h)	Regulations in Article 3	0	Less than 0.02	Less than 0.02	Less than 0.01
	NOx (ppm)	130	100	63	66	59
	Soot and dusts (g/m³N)	0.1	0.1	Less than 0.001	Less than 0.001	Less than 0.001
Boiler 2	SOx emissions (m³N/h)	Regulations in Article 3	0	Less than 0.02	Less than 0.02	0.01
	NOx (ppm)	130	100	70	72	67
	Soot and dusts (g/m³N)	0.1	0.1	Less than 0.001	Less than 0.001	Less than 0.001
Cogeneration	SOx emissions (m³N/h)	Regulations in Article 3	0	Less than 0.14	Less than 0.14	Less than 0.14
	NOx (ppm)	100	80	66	77	50
	Soot and dusts (g/m³N)	0.05	0.05	0.0012	0.003	Less than 0.001
Warm-water Boiler A	NOx (ppm)	150	120	33.5	36	31
	Soot and dusts (g/m³N)	0.1	0.1	Less than 0.001	Less than 0.001	Less than 0.001
Warm-water Boiler B	NOx (ppm)	150	120	32	33	30
	Soot and dusts (g/m³N)	0.1	0.1	0.0015	0.002	0.001
Dipping machine	SOx emissions (m³N/h)	Regulations in Article 3	Regulations in Article 3	Less than 0.003	Less than 0.003	Less than 0.003
	Soot and dusts (g/m³N)	250	150	21	21	21
		0.15	0.1	0.035	0.035	0.035

\* In compliance with the Air Pollution Control Law and Shinshiro City Pollution Control Agreement and Environmental Preservation Agreement with Shinshiro City

#### Shinshiro-Minami Plant

Facility	Substance	Regulatory values	Voluntary standard values	FY2013 result		
				Average	Maximum	Minimum
High-pressure Boiler 1	SOx emissions (m³N/h)	Regulations in Article 3	Regulations in Article 3			
	NOx (ppm)	180	150			
	Soot and dusts (g/m³N)	0.25	0.1			
High-pressure Boiler 2	SOx emissions (m³N/h)	Regulations in Article 3	Regulations in Article 3			
	NOx (ppm)	180	150			
	Soot and dusts (g/m³N)	0.25	0.1			
High-pressure Boiler 3	SOx emissions (m³N/h)	Regulations in Article 3	Regulations in Article 3	0.003	0.04	0.002
	NOx (ppm)	180	150	81.5	90	73
	Soot and dusts (g/m³N)	0.25	0.1	0.0025	0.005	Less than 0.01
High-pressure Boiler 4	SOx emissions (m³N/h)	Regulations in Article 3	Regulations in Article 3	0.035	0.004	0.003
	NOx (ppm)	180	150	77	87	67
	Soot and dusts (g/m³N)	0.25	0.1	0.0030	0.004	0.002
High-pressure Boiler 5	SOx emissions (m³N/h)	Regulations in Article 3	Regulations in Article 3	0.035	0.004	0.003
	NOx (ppm)	180	150	77	88	66
	Soot and dusts (g/m³N)	0.25	0.1	0.025	0.003	0.002
High-pressure Boiler 6	SOx emissions (m³N/h)	Regulations in Article 3	Regulations in Article 3	0.05	0.06	0.04
	NOx (ppm)	180	150	80.5	91	70
	Soot and dusts (g/m³N)	0.25	0.1	0.011	0.02	0.002
Low-pressure Boiler 1	SOx emissions (m³N/h)	Regulations in Article 3	Regulations in Article 3	Less than 0.01	Less than 0.01	Less than 0.01
	NOx (ppm)	180	150	73	73	73
	Soot and dusts (g/m³N)	0.25	0.1	0.003	0.003	0.003
Low-pressure Boiler 2	SOx emissions (m³N/h)	Regulations in Article 3	Regulations in Article 3	Less than 0.01	Less than 0.01	Less than 0.01
	NOx (ppm)	180	150	74	74	74
	Soot and dusts (g/m³N)	0.25	0.1	0.002	0.002	0.002
4t Boiler 1	SOx emissions (m³N/h)	Regulations in Article 3	Regulations in Article 3	0.055	0.07	0.04
	NOx (ppm)	180	150	93.5	110	77
	Soot and dusts (g/m³N)	0.3	0.1	0.002	0.002	0.002
4t Boiler 2	SOx emissions (m³N/h)	Regulations in Article 3	Regulations in Article 3	0.06	0.07	0.05
	NOx (ppm)	180	150	104	120	88
	Soot and dusts (g/m³N)	0.3	0.1	0.002	0.003	0.001

\* In compliance with the Air Pollution Control Law and Shinshiro City Pollution Control Agreement and Environmental Preservation Agreement with Shinshiro City

## Status of management of chemical substances (Response to PRTR Law)

We report the materials subject to the PRTR Law subject substances to Aichi Prefecture in June every year. We always consider use reductions and conversion to alternative substances.

### Shinshiro Plant

(Unit:tons/year)

Designated No.	Specified chemical substance	Amount to treat *1	Emission *2	Transfer *3	Safety Evaluation: IV-4*4			
					Toxicity Rank (effect on people)	Annual Converted Emissions (effect on people)	Toxicity Rank (effect on ecosystem)	Annual Converted Emissions (effect on ecosystem)
80	xylene	1.604	1.604	0.000	C	16.040	C	16.040
86	cresol	5.098	0.000	0.073	B	0.000	C	0.000
132	cobalt and its compounds	9.858	0.000	0.249	A	0.000	—	0.000
155	N-(cyclohexylthio)phthalimide	45.129	0.000	0.209	D	0.000	B	0.000
189	N,N-dicyclohexyl-2-benzothiazosulfenamide	25.437	0.000	0.090	D	0.000	B	0.000
205	1,3-diphenylguanidine	81.813	0.000	0.000	A	0.000	C	0.000
258	1,3,5,7-tetraazatricyclo[3.3.1.1 <sup>3,7</sup> ]decane; hexamethylenetetramine	47.999	0.000	0.090	C	0.000	D	0.000
372	2-tert-butyl-5-methylphenol	248.539	0.000	1.609	B	0.000	A	0.000
392	n-hexane	1.761	1.761	0.000	C	17.610	—	0.000
53	ethylbenzene	0.153	0.153	0.000	C	1.530	C	1.530
74	p-octylphenol	0.454	0.000	0.113	—	0.000	A	0.000
154	cyclohexylamine	0.193	0.193	0.000	B	19.300	—	0.000
296	1,2,4-trimethylbenzene	0.670	0.670	0.000	C	6.700	C	6.700
297	1,3,5-trimethylbenzene	0.128	0.128	0.000	C	1.280	C	1.280
300	toluene	0.673	0.673	0.000	B	67.300	C	6.730
333	hydrazine	0.591	0.591	0.000	A	591.000	B	59.100
411	formaldehyde	0.177	0.000	0.000	A	0.000	C	0.000
438	methylnaphthalene	0.238	0.001	0.000	A	1.000	C	0.010
Total		470.515	5.774	2.433	—	721.760	—	91.390

\*1: Whereby annual handled volumes of the chemical substances subject to the Pollutant Release and Transfer Register (PRTR) exceed designated volumes, such shall be subject to reporting

\*2: Emissions Volume = atmosphere + public bodies of water + soil

\*3: Transfer Volume = waste – public sewerage system

\*4: Converted emissions volume is calculated by multiplication of the emissions volume by the toxicity ranking  
For information concerning the standards used in evaluating the degree of impact on safety, please refer to the "Safety Evaluation Table of Domestic Production Bases"  
(<http://www.yrc.co.jp/csr/data/pdf/16kokunaikyoten.pdf>)

### Shinshiro-Minami Plant

(Unit:tons/year)

Designated No.	Specified chemical substance	Amount to treat *1	Emission *2	Transfer *3	Safety Evaluation: V-5*4			
					Toxicity Rank (effect on people)	Annual Converted Emissions (effect on people)	Toxicity Rank (effect on ecosystem)	Annual Converted Emissions (effect on ecosystem)
86	cresol	1.529	0.000	0.032	B	0.000	C	0.000
132	cobalt and its compounds	2.966	0.000	0.107	A	0.000	—	0.000
155	N-(cyclohexylthio)phthalimide	13.929	0.000	0.054	D	0.000	B	0.000
189	N,N-dicyclohexyl-2-benzothiazosulfenamide	7.518	0.000	0.042	D	0.000	B	0.000
205	1,3-diphenylguanidine	8.967	0.000	0.426	A	0.000	C	0.000
230	N-(1,3-dimethylbutyl)-N'-phenyl-p-phenylenediamine	236.202	0.000	5.687	D	0.000	B	0.000
258	1,3,5,7-tetraazatricyclo[3.3.1.1 <sup>3,7</sup> ]decane; hexamethylenetetramine	2.239	0.000	0.059	C	0.000	D	0.000
372	N-(tert-butyl)-2-benzothiazosulfenamide	51.186	0.000	0.322	B	0.000	A	0.000
438	methylnaphthalene	39.817	0.199	0.000	A	199.000	C	1.990
Total		364.353	0.199	6.729	—	199.000	—	1.990

\*1: Whereby annual handled volumes of the chemical substances subject to the Pollutant Release and Transfer Register (PRTR) exceed designated volumes, such shall be subject to reporting

\*2: Emissions Volume = atmosphere + public bodies of water + soil

\*3: Transfer Volume = waste – public sewerage system

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For information concerning the standards used in evaluating the degree of impact on safety, please refer to the "Safety Evaluation Table of Domestic Production Bases"  
(<http://www.yrc.co.jp/csr/data/pdf/16kokunaikyoten.pdf>)

## CSR activities with business partners

We held the 2nd CSR study meeting as part of the robust CSR activities that are conducted with our business partners; and participants from 30 partner companies attended. With this event, we reconfirmed both legal compliance and risk management with respect to CSR procurement, human rights (harassment) and information management issues.



## Communication with customers

Through quality management that is based upon ISO/TS 16949 certification which represents the automobile industry's quality management system standard (QMS), we provide products whose quality can be trusted to our customers. Furthermore, we also introduce our quality measures through plant tours that are conducted for the benefit of Japanese and overseas automobile manufacturers, sales companies and general customers.

## Response to complaints

If defect information is received from customers, we collect the products in question for analysis and investigate any defect causes. As quickly as possible, we then report to customers as to the findings of such research. Whereby it is determined that such causes occurred during manufacturing, we initiate quick responses and work hard to prevent any reoccurrences.





### Yokohama Forever Forest Project

We supported plantings for purposes such as forest-creation to protect wetlands in Aichi Prefecture, and tidal-control forest-creation to protect human lives in Shizuoka Prefecture from the threat of tsunami, etc. On some 18 occasions, a total of 114 employees participated in forest-creation activities with local people in various regions. Furthermore, in 2013 we donated a total of 31,761 self-grown seedlings for planting in various regions.

Jan. 7	Two volunteers and 120 seedlings donated to Mori-Kori Park plantings
Jan. 12	Two volunteers and 90 seedlings donated to Mori-Kori Park plantings
Mar. 8	Six volunteers and 45 seedlings donated to graduating class commemorative plantings at Horai-Higashi Elementary School
Mar. 23	21 volunteers and 1,532 seedlings donated to the Okinosu Tidal-Control Forest plantings in Kakegawa City
Mar. 28	Six volunteers and 601 seedlings donated to Mori-Kori Park plantings
May 2	One volunteer and 421 seedlings donated to Mori-Kori Park plantings
May 18	Eight volunteers and 560 seedlings donated to plantings in Otsuchi-cho, Iwate Prefecture
May 29	One volunteer and 510 seedlings donated to Mori-Kori Park plantings
Jun. 2	One volunteer participated in the Mina no Inochi Mamoru Tidal-Control Forest plantings
Jun. 8	Four volunteers participated in the Iwanuma City Planting Festival in Miyagi Prefecture
Aug. 1	Two volunteers and 160 seedlings donated to plantings held in Kashimo, Gifu Prefecture
Aug. 18	One volunteer and 30 seedlings donated to plantings in Gero City, Gifu Prefecture
Oct. 6	Five volunteers and 317 seedlings donated to the 19th Aichi Girl Scouts Troop
Oct 20	20 volunteers and 400 seedlings donated to the Tidal-Control Forest plantings in Kuniyasu, Kakegawa City
Oct. 30	Two volunteers participated in plantings at the Shinshiro Parking Area on the Tomei Expressway
Nov. 7	Two volunteers and 200 seedlings donated to the wetland forest plantings in Toei-cho
Nov. 17, 24	volunteers and 1,034 seedlings donated to the Autumn Cherry Blossom Festival
Nov. 28	Six volunteers and 30 seedlings donated to the wetland forest plantings in Toei-cho



### Biodiversity Protection Activities

Our plants use large volumes of water in their tire production activities. Accordingly, we wondered; "Is it acceptable that we just receive nature's bounty through such water resources? Isn't there something we can do in return?" In light of these thoughts, in 2012 we commenced a biodiversity survey. Furthermore, the survey was conducted on 24 occasions in 2013, and in the future we intend to continue our biodiversity conservation activities, along with activities to protect both regional water resources and living creatures. We are also participating in the Shinshiro-Shitara Ecology Network Council promoted by Aichi Prefecture. In cooperating with local government, universities, non-profit organizations (NPOs), other companies and partners, we hope to contribute to the biodiversity of the Shinshiro-Shitara Region.





### Relationship with local societies

On June 24 we invited 12 people to a tour of the plants and an informal meeting afterwards. These were the heads of surrounding residential areas and people who act as environmental monitors. The occasion gave us the opportunity to receive important opinions that could be leveraged in future plant operations as we work to create even more friendly plants. Some 161 employees participated in the Shinshiro Green Festa that was held by Shinshiro City, and along with the city's citizens they conducted cleanup activities throughout the region. Furthermore, a total of 889 plant employees have participated in the cleanup activities that are conducted in the vicinity of the plant each month.



At the Autumn Cherry Blossom Festival held on November 17, by holding an acorn mascot class and by donating 1,034 seedlings to the city, an opportunity to interact with the public was created.

Over the two-day period of October 26 and 27, the "Shinshiro Rally 2013" was held as part of the 10th All Japan Rally Championship. The event location was switched this time from Sakurabuchi Park to the Shinshiro General Park. The Shinshiro Plant has supported the event since its inception, being involved in setting up both the venue and the course, and also opening a booth. Over the two days of the event the number of spectators was 42,000 people, the largest figure recorded thus far. Furthermore, many visitors also came and visited the YOKOHAMA booth.

