

CSR Report of YOKOHAMA Europe GmbH

Business activities: Sales of tires in Europe (EOE, REP) and marketing activities, etc., in Europe
Number of employees: 38 (as of March 31, 2014)
Location: Monschauer Str. 12 40549 Dusseldorf, Germany

Contact for consultation and complaints:
 Phone: +49-(0)211-53 74 05 13 Fax: +49(0)211-53 74 05 23
 Email: a.mayer@yokohama-online.com

President's Message



Shinichi Takimoto

Incorporated locally in 2005, YOKOHAMA Europe GmbH covers just about the whole of Europe, with our business being conducted in 42 countries. Restructured as a controlling company in 2012 and based in Dusseldorf Germany, while conducting sales on a daily basis, we also passionately engage in environmental activities. Germany is particularly advanced when it comes to corporate contributions being made to local societies. Not wanting to be an exception to this tradition, we also aim to become a company that sets down deep local roots. By acting as

cleanup volunteers with local citizens at regularly-held events and through our own planting activities, on a daily basis we work to develop a sense of common purpose among our employees, this includes matters of employee education, etc.



Organizational Governance

An "Ethics Code" has been specified within the company's regulations, and an internal compliance framework has also been established.



Human Rights

A system of childcare leave has been established, and it is supported by the company. Furthermore, the practice of employees taking their paid leave is enforced.

Safe and healthy work environment

We have established a support window to respond to any instances of harassment encountered within the company, and we actively work to create a healthy workplace. Furthermore, we offer suitable employment conditions in that they conform to German Law.

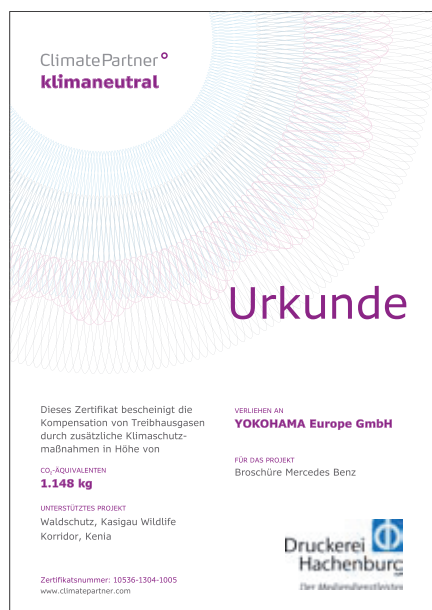


The Environment

Fostering and improving environmental awareness

In addition to holding meetings and seeking to improve the environmental awareness of employees, we promote both reducing wasteful usage of paper as well as reducing electricity and lighting expenses. This is done along with our promotion of 2S activities. Through such means we take care to conduct business activities in a manner that is environmentally-considerate.

A catalog we prepared for Mercedes Benz received an award from Climate Partner, a German environmental organization, the award was given in recognition of the catalog's contribution to reducing CO₂ emissions.





Fair Operating Practices

Corruption prevention

We strictly prohibit offering benefits such as bribery.



Consumer Issues

Claim response training for agents

YOKOHAMA Europe GmbH (YEU) Technical Services has established a point of contact upon the YEU website, and this is used to respond to inquiries and claims received from customers regarding tire products. Moreover, we have established a department to respond to quality claims received from European agents, and this department conducts the combined management of claims, as well as tabulation and analysis activities, etc.

Furthermore, through supplying customers with suitable advice, and so that it leads to the provision of optimized products and trouble-prevention, we proactively conduct hierarchical training for European agents that ranges from basic training targeted at salespeople, through to advanced training for technical staff.

It should be noted that errors occurred in EU labeling in 2013, and in response we properly disseminated correction information.



Community Involvement and Development

Relationship with local societies

Through ongoing participation in grassroots activities such as cleanups along the banks of the Rhine and environmental conservation activities conducted in the botanic gardens of Dusseldorf's universities, we aim to fulfil the social responsibilities of a company operating in Europe. With respect to cleanup activities along the banks of the Rhine that we participated in in March 2014, our participation was reported in a local newspaper. In the future as well, as a member of local societies, in addition to social contribution activities, we will support participation in local volunteer activities centering on environmental events.



The cleanup activities reported in a local newspaper.



Employees who participated in local volunteer activities.