

Providing Reliable Quality

“Deliver the Best Products at Competitive Prices and on Time” as the Basic Policy

One of the Yokohama Rubber Group’s basic policies is to “deliver the best products at competitive prices and on time.” We believe that one of a manufacturer’s fundamental duties is to provide products capable of delivering the performance that the customer wants, at a price that the customer finds acceptable, as and when required by the customer.

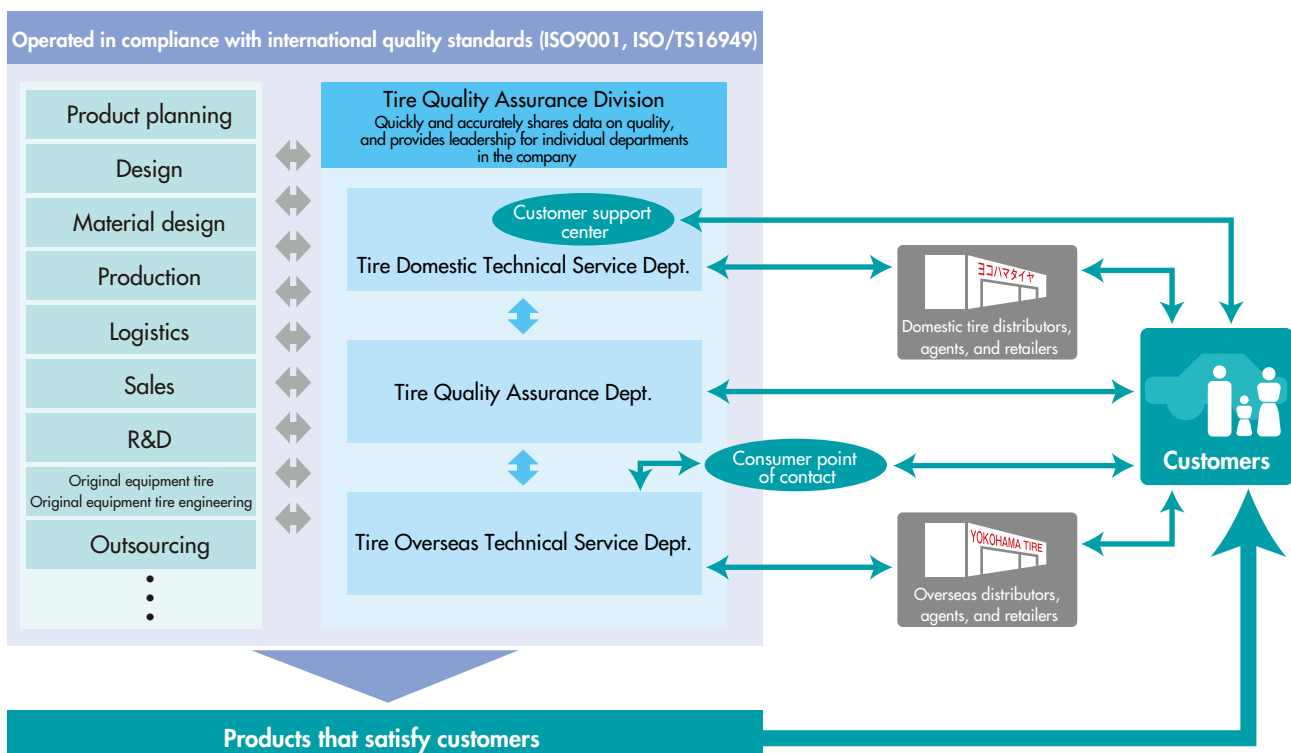
We therefore actively listen to customers’ needs regarding quality and customer demands generated by globalization, and use this information as valuable feedback for developing new products, increasing product performance, and improving services.

Quality Assurance in the Tire Group

Yokohama Rubber considers it vital to prevent quality problems from arising in the first place, to continue to deliver products that satisfy the customer, and to actively generate quality that will delight the customer. In line with this approach, the Tire Quality Assurance Division maintains a close watch on quality, ranging from monitoring customer feedback to keeping an eye on the production frontline, and has established a quality system covering the entire company—from product planning to

distribution and services—in order to raise the level of manufacturing putting quality above all else. Looking ahead, we intend to enhance activities to develop the “4M” elements (i.e., Man, Machine, Material, and Method) and requirements for stable production of non-defective products (including optimized processing), and to boost activities to ensure incorporation of customers’ various needs into commercial products in the product development process for a higher level of satisfaction.

Quality assurance framework in the Tire Group



Quality Assurance Based on ISO9001 and ISO/TS16949

The Tire Group operates a quality assurance system based on the ISO9001¹ and ISO/TS16949² international quality management system standards, depending mainly on tire type.

ISO9001

Domestic tire operations were ISO9001/9002:1994 certified in 1995. Certification of compliance with ISO9001:2000, revised in 2000, was completed in 2003.

1. ISO9001: This standard applies where it is necessary to demonstrate that a company is capable of consistently providing products that meet customer requirements, or if a company aims to improve customer satisfaction by ensuring the effective operation of systems, (including processes for continuous improvement of quality management systems) and assuring compliance with customer requirements.
2. ISO/TS16949: This ISO9001-based standard also incorporates the quality management system requirements of the automobile industry.

ISO/TS16949

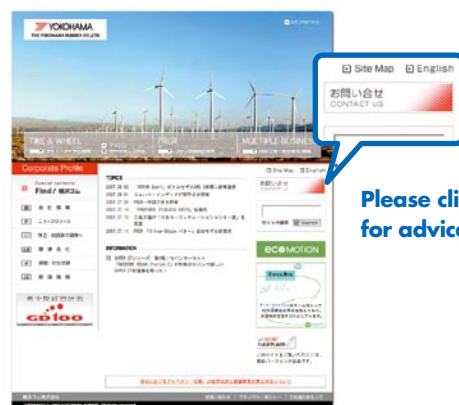
Three domestic tire plants acquired QS9000 certification (the quality management system standard used by the U.S. automobile industry). Due to the discontinuation of this standard in December 2006, however, the three plants acquired ISO/TS16949 certification in June of that year.

Acquisition of international quality standards

		ISO9001:2000	ISO/TS16949
In Japan	Mishima Plant	September 2003	June 2006
	Shinshiro Plant	September 2003	June 2006
	Mie Plant	September 2003	June 2006
	Onomichi Plant	September 2003	
Overseas	Yokohama Tire Corporation	May 2002	
	Yokohama Tire Philippines	April 2002	
	Hangzhou Yokohama Tire	September 2004	December 2006
	Yokohama Tire Manufacturing (Thailand)	April 2006	

Internal Communication of Customer Feedback as Valuable Information

In order to listen more widely and seriously to the varied and valuable feedback that we receive from customers regarding quality so as to develop the products that customers want more rapidly, we are enhancing and expanding the technical services provided by our domestic and foreign tire distributors, overseas group companies, overseas branches, and other operations. Within Japan, we have established a customer support center at head office to respond quickly and appropriately to inquiries and requests for advice from customers by telephone and email.



Customer inquiries can be made via Yokohama Rubber's corporate website (<http://www.yrc.co.jp>).