

Results of Questionnaire on “Environmental and Social Report 2006”

Impressions (multiple responses for 2 and 3)

(Number of respondents: 21)

1. Overall

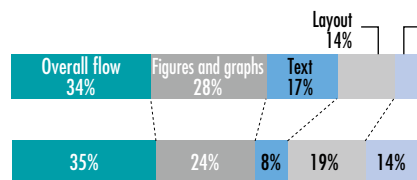
2006 Questionnaire



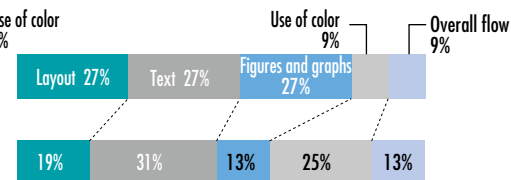
2005 Questionnaire



2. Good Points



3. Bad Points



Particularly Interesting Topics (multiple responses allowed)

Tires (10), coexistence with community (10), scrap tires/3Rs (8), president's message (6), environmental management (6), site information (6)

Main Opinions and Requests

President's message conveys Yokohama Rubber's emphasis on the environment / Environmental matters are clearly being taken seriously / Obtained a good overall picture from “Highlights 2006” / Good to see who is actually responsible for environmental affairs / Small text made it difficult to read (2) / Frequent use of specialist terms (2)

Areas for Improvement

Simpler Continuity

In order to make the overall flow easier to understand, we have simplified the flow of activity described in “Action on the environment.”

Larger Text

Responding to comments that the small text made reading difficult, we have made the text larger and expanded use of blank space in the layout.

More Concrete Examples of Activities

To show how activities contributing to the environment are becoming established, we have provided sections for introducing actual employees and their activities.

Expanded Summary

To make the overview of fiscal 2006 easier to understand, we have added summaries at the beginning of the sections on “Action on the environment” and “Coexistence with society.”

Afterword by the Editor



Tatsunari Kojima
Chairman of the Editorial Board
Director and Managing Corporate Officer in charge of Secretariat, Corporate Planning Dept., Corporate Communications Dept., Corporate Finance & Accounting Dept., MIS Dept., Internal Control Dept., President of Yokohama Corporation of North America

Thank you for reading “Environmental and Social Report 2007.” This year's report was compiled focusing in particular on the following three points.

1. Describing Efforts to Combat Global Warming

In line with its goal of asserting world-class strengths in technologies for protecting the environment, the Yokohama Rubber Group is boosting its activities to combat global warming. One focus of this report was therefore on describing specific details of these activities.

2. Creating an Easy-to-read Report

Reports on corporate social responsibility (CSR) tend to make for hard reading, and our questionnaire of readers similarly indicated that many wanted the report to be made easier to understand. From this year's report, therefore, we are using larger print, and also substantially reducing the amount of text.

3. Improving Credibility

To increase credibility, reports from this year onward are being audited by the Shin Nihon Environmental and Quality Management Research Institute. While last year's report included a “third-party opinion,” this year's carries a “third-party guarantee.”

The Yokohama Rubber Group will strengthen its action on the environment and other CSR activities, and will continue to disclose information on these activities in an easy to understand manner. We look forward to our stakeholders' continued support and involvement in these endeavors.