

Social activities carried out at domestic and overseas plants, business sites and the head office, consistent with local character and culture

Domestic Activities

Factory/Plants

Opening facilities to the public

Site facilities such as plazas, sports grounds and gymnasiums are opened for use by residents and local clubs. The “Dinosaur Park” at the Onomichi Plant and “Tire Land” at the Shinshiro Plant have become favorites among local residents seeking places to relax and enjoy themselves.

Support for education

Yokohama Rubber offers hands-on experiences, environmental education classes and workshops for students from local junior-high and high schools. In FY 2007, a total of 50 students from nine local schools participated in hands-on events at the Mishima Plant.



Dinosaur Park (Onomichi Plant)



Hands-on learning by junior-high-school students (Mishima Plant)



Hiratsuka Factory has been a partner of Hiratsuka City for more than half a century

Since its establishment in 1952 in Hiratsuka City, Kanagawa Prefecture, the Hiratsuka Factory has worked hand in hand with the city. At the city's biggest event, the *Tanabata* Festival in July, Yokohama Rubber displays a huge sasakazari bamboo decoration unique to that festival. The factory also carries out various activities, including cleaning areas around the factory, opening the tennis courts at its employee dormitory to local residents, and conducting seminars at a school for the deaf on how to use an automated external defibrillator (AED). In July 2008, at the request of the citizens' organization *Chikyu-kko Hiroba*, which promotes environmental education, the factory hosted a gathering to explain its tree-planting activities at the factory and gave a tour of the manufacturing plant for aircraft tires, where worn tires are given new treads and used again.



Sasakazari (left), which Yokohama Rubber displayed at the Tanabata Festival in Hiratsuka in July 2008; explaining tree planting to Chikyu-kko Hiroba (above left); and tour at the aircraft tire plant (above right)

Comments by elementary pupils in *Chikyu-kko Hiroba*

- I look forward to seeing the planted seedlings grow and create a forest. There will be lots of cool shade.
- I was surprised to learn that airplane tires are not dumped, but remade and reused.
- The plant was much cleaner than I had thought.
- I was surprised that airplane tires are recycled in various ways.
- I want to tell my friends that airplane tires are used over and over.

Participation in local events

Yokohama Rubber participates in volunteer and environmental activities organized by local municipalities and also cooperates in revitalizing local events. At the Mie and Shinshiro Plants, employees take part in extensive regional cleanup activities initiated by the municipalities.

Collection of contributions, blood donations, traffic safety initiatives

The Mie and Mishima Plants collected contributions to help victims of the Niigata Chuetsu Offshore Earthquake. Other plants also voluntarily carry out cleanup areas around the plants, and promote traffic safety and blood donations, among other things.

Head Office

Donations to areas affected by natural disasters

Yokohama Rubber donated ¥5 million and ¥10 million respectively to help those affected by the Niigata Chuetsu Offshore Earthquake and the 2008 Sichuan Earthquake. In the latter instance, our Chinese subsidiaries (¥7.5 million) and their employees (¥2.1 million) also made donations.

Support for environmental enlightenment and student education

Yokohama Rubber supported Mr. Ukyo Katayama's participation in the Dakar rally with a car fueled by used tempura cooking oil. Mr. Katayama is active in environmental activities. Yokohama Rubber also supported Tokai University's "Le Mans Challenge Project," which saw a student-designed and -built car proven in the actual race.



Tokai University's racing car designed and built by students, at Le Mans, in June 2008

Use of the tradable green energy certificate system

Yokohama Rubber used green energy with less environmental impact at the Yokohama Rubber garage at the 2008 Tokachi 24-Hour Endurance Race and at the second LIVE ecoMOTION.



Interaction with the local community

Plant tours and informal talks with local residents are held regularly. An event called the "Goodwill Festival" is staged every year.

Recognition of our contributions to the environment and society

The Mie Plant was awarded the President's Award in the Sixth Japan Cogeneration Center Awards in the Industrial Sector (May 2008). The Hiratsuka Factory was given the Special CO₂CO₂ Kotsu-Kotsu Award by Hiratsuka City, and the Ibaraki Plant was acknowledged as a model recycling plant in Ibaraki Prefecture.

"LIVE ecoMOTION" primarily staged by employee volunteers



Popular artists Monkey Majik play at the second LIVE ecoMOTION in June 2008.

"LIVE ecoMOTION" is a concert started in 2007 to raise awareness of the global environment. Admission is ¥500 and all proceeds are donated to the World Wild Fund for Nature Japan (WWF-J). The event is primarily staged by the company's employees, who get the site ready, staff the reception desk, seek and collect additional monetary contributions, and more. About 1,800 spectators came to the second concert in July 2008. Admissions and contributions totaled ¥1.33 million.



Yokohama Rubber employee volunteers ask visitors for contributions.



YOKOHAMA Forever Forest Project Unified Regional Tree Planting Activities

About 51,900 Trees Planted at Six Domestic Production Sites

Under the YOKOHAMA Forever Forest project, as of August 2008, tree-planting ceremonies had been staged at six production sites across the country. With Yokohama Rubber employees and their families, residents, administration- and school-related parties from the local communities present, the ceremonies were carried out as unified regional activities as a part of measures to combat global warming. The total number of planted trees so far is about 51,900. Similar events will be staged in due course at overseas production sites, with 500,000 trees eventually planted, both domestically and abroad.



“YOKOHAMA Forever Forest” Project

Launched in 2007, the “YOKOHAMA Forever Forest” project is creating forests at production sites in Japan and around the world, in anticipation of the company’s 100th anniversary in 2017. Under the close guidance of Dr. Akira Miyawaki, biologist and professor emeritus of the Yokohama National University, we will create “native forests” matched to indigenous soil and climate in the specific area, which will be able to flourish for the next hundred or even thousand years. In addition, with the aim of creating an “own-grown forest,” the employees of the Yokohama Rubber Group are taking the initiative, together with their families and volunteers from the local community, in all phases of the project, including gathering seeds (e.g., acorns), growing seedlings in pots, and preparing locations for planting.

Tree plantings

	Participants	Planted trees
Hiratsuka Factory	3,500	27,000
Mie Plant	800	5,500
Nagano Plant	480	2,500
Onomichi Plant	310	4,300
Mishima Plant	600	8,800
Ibaraki Plant	560	3,800
Total	6,250	51,900

Sites where ceremonies are planned

- Shinsiro Plant
- Yokohama Tire Corporation
- Yokohama Tire Philippines, Inc.
- Hangzhou Yokohama Tire Co., Ltd.
- Yokohama Tire Manufacturing (Thailand) Co., Ltd.
- Yokohama Tire Vietnam Inc.
- Suzhou Yokohama Tire Co., Ltd.
- YH America, Inc.
- SAS Rubber Company
- Yokohama Rubber (Thailand) Co., Ltd.
- Yokohama HAMATITE (Hangzhou) Co., Ltd.
- Yokohama Hoses & Coupling (Hangzhou) Co., Ltd.
- Shandong Yokohama Rubber Industrial Products Co., Ltd.
- SC Kingflex Corporation

1. First tree-planting ceremony under the project, with 3,500 participants (Hiratsuka Factory); 2. Dr. Miyawaki (right) explains how to plant trees, with President Nagumo (center) (Hiratsuka Factory); 3. Aichi EXPO’s mascot characters Morizo and Kikkoro participate (Mie Plant); 4. Chinese character “forest” formed by participants (Mishima Plant); 5. Japanese drum performance at the Goodwill Festival, staged together with the tree-planting ceremony (Nagano Plant); 6. A father and his children take part together (Hiratsuka Factory); 7. Tree planting on a difficult slope (Nagano Plant); and 8. Small children were also brought along (Mishima Plant).

Activities of Overseas Group Companies

Yokohama Tire Philippines, Inc.

In addition to planting trees on the premises, we join in tree-planting activities undertaken by government-related bodies, NGOs, and the military. We also actively participate in local activities, including firefighting and recycling events. We have continued donating obsolete equipment, drums and pallets that can be recycled into desks and chairs, scrap tires usable as planters, and other recyclable resources to local primary schools and communities.



Employees plant trees on-site



Employees participate in firefighting event

SC Kingflex Corporation (Taiwan)

SC Kingflex Corporation called on other companies within its industrial park to join it in building a mausoleum to the local god of the land. We also clean the streets leading to the mausoleum when festivals are held. Since 2002, we have donated 30,000 yuan annually to local primary schools for environmental education.



Cleaning the streets leading to the mausoleum

Yokohama Tire Corporation (Virginia)

We voluntarily carry out local cleanup activities – three times already, since March 2008. In October 2007, a box to collect aluminum cans for recycling was set up in the plant, and, from the proceeds, we have donated about 130 dollars monthly to the construction of houses for low-income residents.



Voluntary cleanup

Hangzhou Yokohama Tire Co., Ltd. / Yokohama HAMATITE (Hangzhou) Co., Ltd. (China)

Hangzhou Yokohama Tire Co., Ltd., regularly cleans a two-kilometer-long area around the plant. Yokohama HAMATITE (Hangzhou) Co., Ltd. – located in the same region – has also started regular cleanup activities around its plant.



Cleaning around the plant (Hangzhou Yokohama Tire Co., Ltd.)

Yokohama Rubber (Thailand) Co., Ltd.

We visit homes for mentally disabled and Down syndrome children, and donate money for their operation. We also donate extra materials, equipment and machinery helpful to education, to local schools.



Visiting a local school

YH America, Inc. (Kentucky)

At an Earth Day festival in 2008, we donated a total of 1,500 seedlings to local elementary school children. The children took them back home and planted them as remembrances of the day.



Elementary school children holding gift seedlings

Yokohama Tire Manufacturing (Thailand) Co., Ltd.

We continually make donations to local elementary schools and temples, we donate waste tires to protect coral, and we create picture books for children to help them understand the importance of environmental protection.



Picture books for children