

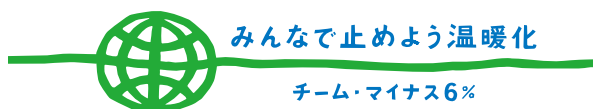
With Customers

Customers now choose “Environment” Further improving the environment, product quality and safety

Tire Group

Tire sales network to strengthen environmental protection

Customers today are increasingly conscious of the environment. As a result, all domestic tire distributors and direct tire outlets with daily contact with customers are also highly environmentally aware and adhere strictly to energy saving delivery, trash sorting and waste reduction regimens. As part of those activities, tire distributors and outlets in the Yokohama Rubber Group participate in “Black Illumination” – a nationwide campaign initiated by Japan’s Ministry of the Environment to turn off lights and equipment. In 2008, 740 business locations, including factories and plants, of the Yokohama Rubber Group took part in the campaign.



Logo mark of Team - 6%

Customers now want to be “Environmental”



Koichi Tanaka
Managing Corporate Officer
General Manager of Tire Domestic Sales Div.

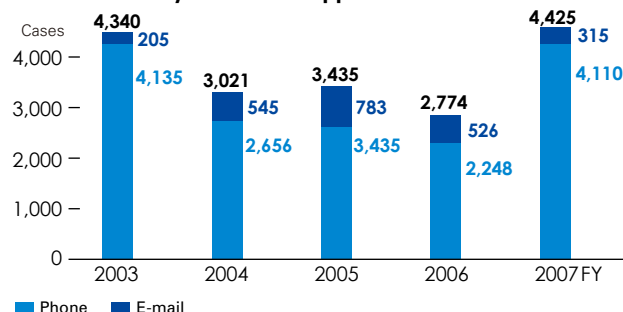
It was ten years ago, in 1998, that Yokohama Rubber released its DNA series of eco-tires. At that time, I honestly did not think tires focusing on the environment would sell well. Customers were interested in maneuverability – turning and stopping – not environmental protection. Today, however, as shown by the eco-bags selling explosively at supermarkets, people are willing to pay to preserve the environment. In such times, the first mission of a tire manufacturer is to sell environmentally friendly tires.

Taking Care of Customers and Reflecting Their Voices

In the Tire Group, the Tire Technical Service Department, together with tire outlets across the country, gathers customers’ evaluations of tire products and responds to requests for advice from customers. Meanwhile, the Customer Support Center in the Head Office is in daily communication with customers by phone or e-mail. Valuable information is fed back to relevant groups and

used immediately to improve products and catalogues and websites. In addition, gathered information from customers is processed and analyzed regularly (once a month/once every six months) and any quality or other problems are reported within the company, resulting in quality improvement.

Consultations by Customer Support Center



Major inquiries from customers

Product information	Sizes, matching, performance of passenger car tires and locations of outlets
Complaints	Noise, vibrations, uneven wear, etc.

Customer Support Center

Toll free: 0120-667-520

Hours: Weekdays (Monday through Friday)
9:00 a.m. - 12:00 p.m. / 1:00 p.m. - 5:00 p.m.



Please click on
“Contact Us” for
advice by email.

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

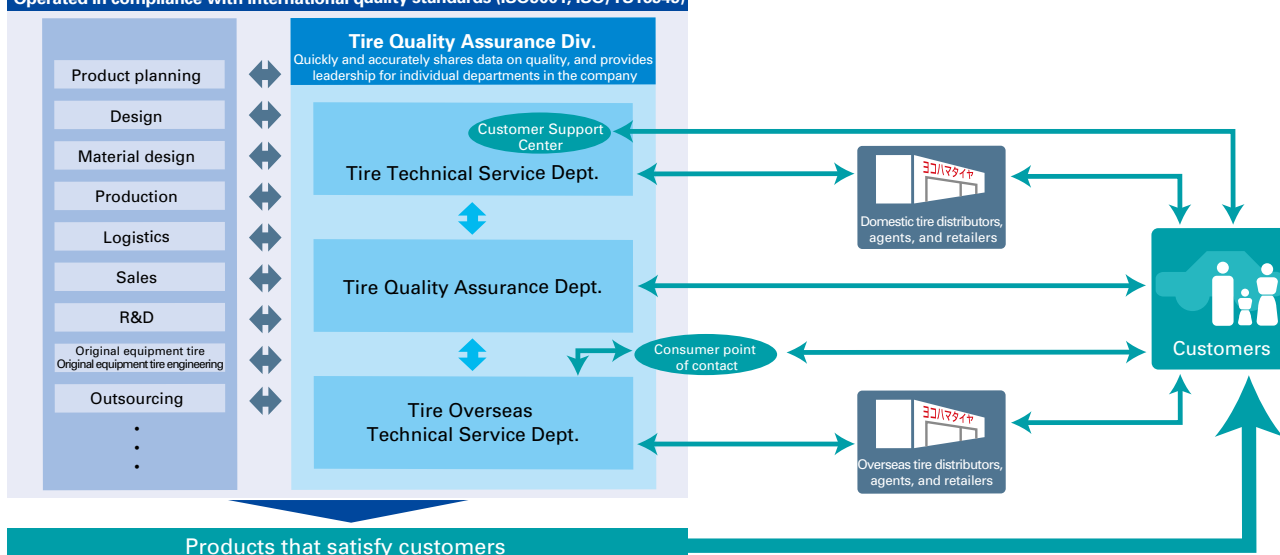
Elevating the Level of Manufacturing, With Quality Above All Else

Yokohama Rubber considers it vital not merely to fix quality problems, but to prevent them from arising in the first place – to not merely deliver products that satisfy the customer, but to actively generate quality that delights the customer. In line with this approach, the Tire Quality Assurance Division maintains a close watch on quality, from monitoring customer feedback to overseeing the production frontline, and has established a quality system covering the entire company. From product planning to distribution and service, the aim is to raise the level of

manufacturing by putting quality above all else. Looking ahead, we intend to enhance activities to develop the “4M” elements – Man, Machine, Material, Method – to develop requirements for stable production of defective-free products (including optimized processing), and to boost activities to ensure incorporation into commercial products, during the development process, of various needs identified by customers, in order to achieve a higher level of satisfaction.

Quality assurance framework in the Tire Group

Operated in compliance with international quality standards (ISO9001, ISO/TS16949)



Quality Assurance Based on ISO9001 and ISO/TS16949

The Tire Group operates a quality assurance system based on the ISO9001^{*1} and ISO/TS16949^{*2} 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.

ISO/TS16949

Three domestic tire plants and two overseas tire plants acquired ISO/TS16949 certification, which is the quality management system standard for the automobile industry.

^{*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.

Acquisition of international quality standards

In Japan	ISO9001:2000	ISO/TS16949	Overseas	ISO9001:2000	ISO/TS16949
Mishima Plant	September 2003	June 2006	Yokohama Tire Corporation	May 2002	
Shinshiro Plant	September 2003	June 2006	Yokohama Tire Philippines Inc.	April 2002	May 2008
Mie Plant	September 2003	June 2006	Hangzhou Yokohama Tire Co.,Ltd.	September 2004	December 2006
Onomichi Plant	September 2003		Yokohama Tire Manufacturing (Thailand) Co.,Ltd.: TBS	April 2006	
			Yokohama Tire Manufacturing (Thailand) Co.,Ltd.: PC/LT	May 2008	