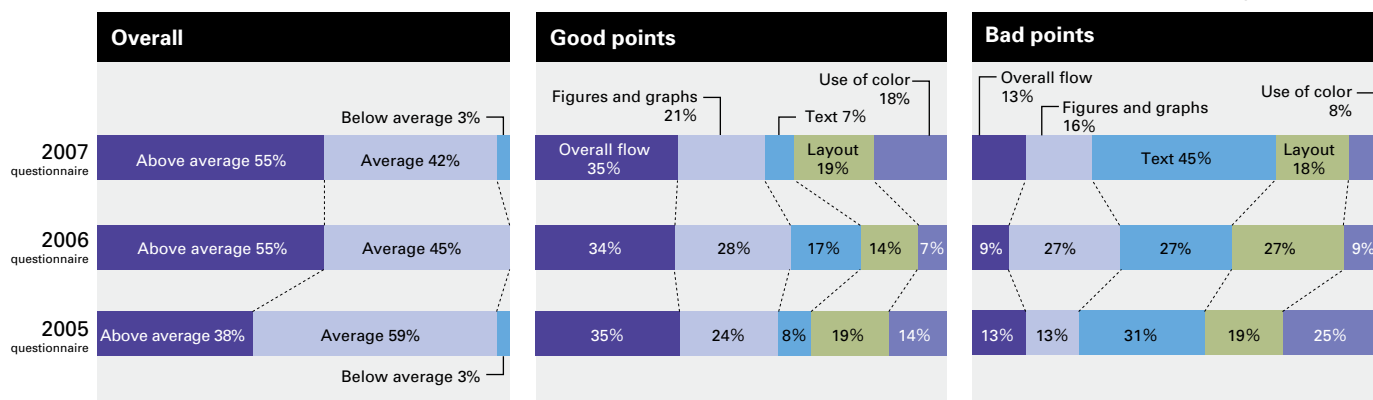


Results of Questionnaire/ Communications Directly with Stakeholders

(Number of respondents: 65)



Particularly Interesting Topics (multiple responses allowed)

Message from the President (29 readers); Development of Environmentally Sound Products (27); Combating Global Warming (25); With Local Communities (25); Corporate Philosophy, History, and New Medium-range Management Plan (21); Environmental Management (18); With Employees (16); Management of Chemical Substances (15); Reduction, Reuse, and Recycling of Waste Tires (14); Corporate Governance (12); Green Procurement and Purchasing (11)

Major Opinions (Multiple Responses)

Easy to understand (9 readers); Too much text (4); Simple use of colors is good (2); Rich information content (2); Should not use technical expressions (2); Should enhance CSR content (2); There are no reference to activities with negative environmental effects (2); Good to see faces of responsible people (2); Should include information on each plant site (2).

Communications Directly with Stakeholders

Yokohama Rubber affirmatively creates opportunities to listen to the voices of its stakeholders. The Hiratsuka Factory and the Mie Plant, for example, stage gatherings to help local residents better understand their activities, while the plants, in turn, listen to what the residents have to say. We take quick action to improve situations involving, for example, noise or odors, or large transport trucks passing through neighboring areas, when local people consider them problems. On matters (requests from the community) such as increasing the number of lights around a railroad crossing, or relocating an electric pole onto plant premises – for which the company does not have authority – we work together with local administration and other companies responsible, to try to achieve an acceptable outcome. In addition, in November 2007, we attended a “Minato-ku Gathering to Read Environmental Reports” and received valuable feedback on our environmental report. Through these and similar activities, Yokohama Rubber promotes mutual understanding with stakeholders.

Major Opinions/Comments from Attendees at the “Minato-ku Gathering to Read Environmental Reports”

- It is good that distributors in the group also acquired ISO14001 certification and are familiar with environmental policy.
- Could understand the activities very well.
- Easy from a viewpoint of both volume of information and flow; also good to have highlights of activities.
- Performance data are clear.
- It would help to have explanations of technical expressions/terminology.
- If the purpose of this meeting were clearer, the speaking and listening sides could share information better, more deeply.
- Cleaning areas around a company’s own building is not a “social contribution.”
- Effects should be measured and results included in the report, comparing them with those of other companies.
- Presentation was monotonous and key points were not clear.



Meeting to listen to people’s opinions held in June 2008 at the Mie Plant