

New perspectives and innovation to take environmental management to the next level

Leaping to the next level

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New perspectives and development
of groundbreaking technologies

Upward Spiraling Environmental Management

Yokohama Rubber follows a cycle that links all operations—from product planning to distribution and services—with the aim of reducing the impact of its products on the environment.

The launch of the DNA eco-tire in 1998, for example, was the result of collaboration between the product development, raw materials procurement, production, and sales and service divisions, which worked together to realize the concept for a more fuel efficient tire put forward by the product development division and develop its market profile as Japan's first full-fledged eco-tire.

In the 12 years since then, the level of cooperation between divisions has been strengthened by the development of various other eco-tires, and know-how and environmental awareness have risen as the cycle has been implemented. At Yokohama Rubber, we have dubbed this process "upward spiraling environmental management." Our watchwords are "new perspectives" and "development of groundbreaking technologies." By creating new products focusing on new and unconventional approaches to the environment and following this cycle onward and upward, we will continue to create products offering ever better environmental performance.