

CSR Report of YOKOHAMA TIRE TAIWAN CO., LTD.

Business activities: Sale of tires for passenger & TB cars
Total site area: 307 m²
Number of employees: 17 (as of June 2010)
Location: Suite 601 6th Floor No.88, Sec 2, Chung Hsiao E. Road, Taipei, TAIWAN R.O.C.
 Tel: +886-2-2356-8528



President's Message



Hisao Hashimoto

The importance of environmental conservation has long been espoused by governments, but it is only recently that this has permeated through to the general public in Taiwan, with businesses and organizations now starting to embrace the concept of environmental conservation. Last year, Yokohama Tire Taiwan launched a joint seedling raising project with Taiwan National University as part of our commitment to the fight against global warming and our contribution to conservation of the natural

environment. We will continue with this project in 2010. The Chinese sweetgum seedlings we raised are now growing well and should be ready for planting next year.

With the launch of the Earth-1 late last year, Yokohama Tire Taiwan became the first company to release an environmental product. The Earth-1 has been well received in the marketplace.

In accordance with the environmental principles outlined in the GD100 Medium-Range Management Plan from Yokohama Rubber, we will continue to champion environmental conservation and develop environmental products tailored to the changing needs of the marketplace, while at the same time striving to build closer ties with local communities.

Environmental Initiatives

Environmental Policy in FY 2010

Yokohama Tire Taiwan's Environmental Policy

With a corporate spirit we characterize as "conscience plus expertise," we provide tires friendly to the environment, meeting or exceeding the highest international standards. We declare our commitment and make our best efforts to observe all laws and regulations and to create a humanity-oriented environment, and reduce environmental pollution and loss through continuous improve in our products.

- (1) Via internal communications, we familiarize ourselves with laws and regulations related to the environment, and make sure we are always up to date; we also share such information horizontally throughout the company.
- (2) We strive to prevent environmental pollution by reducing our use of energy and industrial waste.
- (3) We establish a checking mechanism by a control manager to improve the environment.

Regarding the points above, we disclose our actions to the public whenever necessary.

Subjects to be Deal with in FY2010

- (1) In addition to in-house environmental programs, the Company also supports the environmental programs of the Taiwan Yokohama Family.
 - Continuing with the seedling raising program (including periodical site inspections) and formulating a coordinated plan of company-wide environmental conservation activities
 - Training Taiwan Yokohama Family members in the importance of environmental conservation, including guidance on specific activities
 - Action Plan follow-up at monthly environment meetings
- (2) Marketing the Earth-1 environmental product via magazine advertising, and promoting the environmental credentials of Yokohama on the Company website with information on environmental programs
- (3) We will make further efforts to save energy and resources.
 - Turning off lights during lunchtime and not using unnecessary paper
 - Expanding the No Overtime scheme (Mondays and Fridays)
 - Expanding the No Car scheme (twice per month)

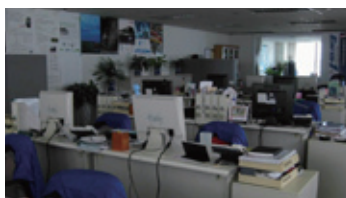
Reinforcing energy saving efforts

In 2009, the Company introduced a number of energy-saving initiatives such as Cool Biz and turning off all lights at lunch time during the period 1 May to 31 October; a monthly No Car day, when employees were required to commute by public transport such as trains and buses; and No Overtime

days, when all employees were required to leave at the designated time. These programs were expanded in January this year; there are now two No Car days per month and two No Overtime days every week.



Lights on



Lights off



Employees leaving work together on a No Overtime day

Working with Local Communities

Interactional activities with the local community

In September 2009, all employees cleaned scenic Banri Beach, in the northern part of Taipei City.

The Company website has been overhauled to provide the latest information about Yokoyama Rubber environmental conservation programs and environmental products.



Clean-up at Banri Beach