

# Corporate Philosophy and Yokohama Rubber Group's Approach to CSR

## » Corporate and CSR Philosophies

Yokohama Rubber established its corporate philosophy in 1990. It consists of the Basic Philosophy, Management Policies, Action Guidelines, and Corporate Slogan; the Basic Philosophy embodies the types of business where Yokohama Rubber commits itself in all activities. The Management Policies outline basic administrative principles for upper-level management to commitment themselves to. The Action Guidelines are the code of conduct for each employee to comply with.

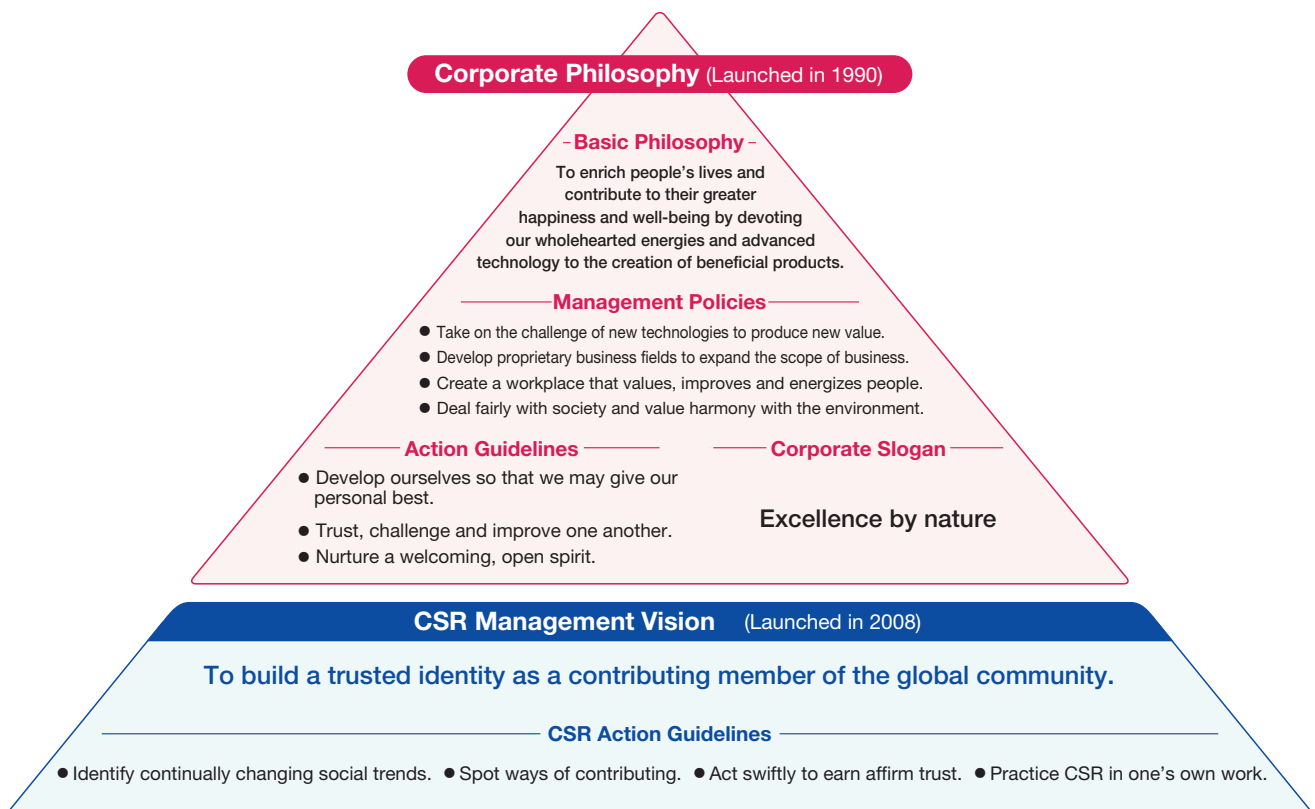
In 2006, we drew up a medium-term management plan, the Grand Design 100 (GD100), and set a clear target of becoming a global company with one trillion yen in net sales by FY2017. Also, since our Basic Philosophy has been compiled based on the strong awareness of the expectations and needs arising from the international community, the plan places a strong emphasis on CSR by adopting these two basic points; to become a top level corporation in terms of our contribution towards the environment, and fostering a customer-oriented corporate culture as our first

priority by respecting higher standards of corporate ethics. In 2008, we reformed our corporate structure by establishing the CSR Division, followed by announcing our vision of CSR management both internally and externally. Our vision, to build a trusted identity as a contributing member of the global community, incorporates our desire to change the letter "R" in CSR to "Reliability", instead of the original "Responsibility". By doing so, we are hoping to make the concept more accessible and practical in our daily operations.

Incidentally, Yokohama Rubber still maintains the cautionary tale by Suekichi Nakagawa, who was president at the time of the inauguration of our Yokohama Plant (located in Tsurumi-ku, Yokohama-shi) in 1929 as our Founding Spirit\*. This tale comprises the balancing of both sociality and economic efficiency; it still greatly relates to today's notion of CSR management.

You may wish to refer to our website for further details about our Founding Spirit from:

URL: <http://www.yrc.co.jp/csr/en/outline/group.html>



### GD100 Medium-range Management Plan

#### GD100 Vision and Basic Policy

To Mark the Yokohama Centennial in 2017, we will evoke a distinctive global identity in building corporate value and in building a strong market presence.

#### Long-Term Financial Targets (in the fiscal year of 2017)

Net sales: ¥1 trillion, Operating income: ¥100 billion, operating return on sales: 10%

#### Basic Policy

Deliver the best products at competitive prices and on time.  
Assert world-class strengths in technologies for protecting the environment.  
Foster a customer-oriented corporate culture that honors rigorous standards of corporate ethics.

Established in 2006

### GD100 and Our Approach to the Environment

#### Basic Policy

Following the principle of dealing fairly with society and valuing harmony with the environment, we shall assert our world-class strengths in technologies for protecting the environment.

- Continued improvement of environmental management.
- Action to combat global warming.
- Contributing to the creation of a sustainable recycling society.

Established in 2006

