

Message

Since its establishment in 1917, The Yokohama Rubber Co., Ltd. (YRC) has introduced numerous products including tires, industrial products and golf products. Intent on enriching and contributing to the lives of every customer as well as society as a whole, YRC is investing all of its energies in all production, sales and technology development processes.

This is an ongoing process within the YOKOHAMA Group both in Japan and across the globe.

We must earn an even more solid reputation worldwide in order to achieve further growth as a global company. In doing so, corporate value could well be considered the most concrete benchmark. I believe that the mission of a manufacturer is to “deliver the best products at competitive prices and on time,” which will in turn contribute to enhancing our corporate value. Needless to say, the foundation for this mission requires the utmost attention to “safety” and the “environment.” We will imbue the leading technologies of every era with the passion of each and every member of the YOKOHAMA Group and contribute to the greater happiness and well-being of individuals, society and the world.



Tadanobu Nagumo
Chairman, CEO and Representative Director

