15th December 2021

**YOKOHAMA to establish a new joint venture tyre sales company in Malaysia**

YOKOHAMA announced today that on 1st January 2022 it will establish Yokohama Tyre Sales Malaysia Sdn. Bhd., as a joint venture with YHI International Limited (YHI), the exclusive distributor of YOKOHAMA tires in Southeast Asia, and its subsidiary YHI (Malaysia) Sdn. Bhd. (YHIM).

Malaysia is one of the largest and fastest growing markets for automotive products in the ASEAN region, which Yokohama Rubber regards as a key regional market. The new joint venture will bring together YHIM’s broad sales network and strong track record in the local market with YOKOHAMA’s global marketing strategies and extensive tyre brand line-up to further expand YOKOHAMA’s local market share by capturing tyre replacement demand while also establishing a foundation for further growth in the expanding Malaysian market.

The establishment of the joint venture also will further strengthen YOKOHAMA’s ties with YHI and facilitate achieving the goals of its medium-term management plan Yokohama Transformation 2023 (YX2023) in the Malaysian market. Under this plan, the consumer tire business aims to maximize the sales ratio of its core high-value-added tyres, comprising the global flagship ADVAN brand, the GEOLANDAR brand of tyres for SUVs and pickup trucks, and various winter tyres. Toward
that goal, the business is expanding the size line-ups for these tires and implementing product and regional business strategies that will increase sales of tires that respond to specific trends in each regional market.

**<New joint venture’s profile>**
Company name: Yokohama Tyre Sales Malaysia Sdn. Bhd.
Location: Shah Alam, Selangor, Malaysia
Establishment: 1st January 2022
Main business: Sales of YOKOHAMA tyres and auto parts
Managing director: Akira Nakamoto
Capital: 10,000,000 Malaysian ringgit
Employees: 58
Capital ratio: Yokohama Rubber: 51%, YHIM: 49%