

October 19, 2020
For immediate release

Contact:
Corporate Planning Department
Corporate Communications Section
Phone: 81-3-5400-4531
Fax: 81-3-5400-4570

Yokohama Rubber to unify its off-highway tire (OHT) operations under a new global entity

Tokyo—The Yokohama Rubber Co., Ltd., announced today that it will consolidate its various off-highway businesses into one single entity. This will include Alliance Tire Group (ATG), which Yokohama bought four years ago and Yokohama's off-the-road (OTR) tire businesses across the globe.

This new entity, named Yokohama Off-Highway Tires, will have a global footprint with leadership team distributed between Tokyo, Boston, Amsterdam and Mumbai. Yokohama Rubber's current medium-term management plan, the Grand Design 2020 (GD2020) includes a commercial tire strategy that targets "Positioning commercial tires as a pillar of growth in our second century and off-highway tires as a growth driver."

This consolidation will result in a closer integration of Yokohama Rubber's brand power, high quality, and global sales network with ATG's high growth potential, diverse product lineup, and superior cost competitiveness. In addition, the unified global entity will offer the full-range of OHT, from small forklift tires to ultra-large ROTR (radial off-the-road) tires to meet a wide range of customer needs in the global OHT market for tires used on construction and industrial vehicles as well as agricultural and forestry machinery.

As the first step in this consolidation, Yokohama Rubber's OTR tire business in USA will be combined with Alliance Tire Americas Inc. (ATA) on January 1, 2021. The combined entity will be named as Yokohama Off-Highway Tires America Inc.. Integration plans for rest of the world are being finalized and will be communicated in the near future.

Profile of new integrated OHT subsidiary in the USA

Name: Yokohama Off-Highway Tires America Inc.

Head office: Wakefield, Massachusetts (currently ATA's head office)

President: Dhaval Nanavati (current ATA president)