

English Version of “CSR Report 2011” is Published (Press Release)

Tokyo – The Yokohama Rubber Co., Ltd., published the English-language print version of its CSR Report 2011, a 32-page brochure, on December 26, 2011. On the same date, the company published a digital version of the report, which contains more-detailed information than the print version, on its corporate website. Readers can peruse the expanded digital version on Yokohama’s website at www.yrc.co.jp/csr/en/ or download a PDF of the print version at www.yrc.co.jp/csr/en/information/backnumber/pdf/2011/csr2011.pdf. The print and digital versions of the CSR Report 2011 appeared in Japanese in August 2011. Behind the Yokohama Rubber Group’s CSR management is a clear vision, the desire to “build a trusted identity as a contributing member of the global community.” In the fiscal year ended March 31, 2011, embodying this vision and mirroring the seven key principles of ISO26000, an international standard for social responsibility (SR), Yokohama Rubber identified seven items as key issues to be tackled: “advancement of environmentally friendly management,” “safe and healthy workplace environment,” “safety and quality of our products and services,” “human rights and labor practices,” “credibility with our business partners,” “stakeholder communication” and “corporate governance and compliance.” In the booklet version, policies are stated in regard to each issue, along with activities, attitudes and actual practices in working toward them. Special seven issues are also included that Yokohama Rubber wishes to bring to readers’ attention, together with voices from on site and the opinions of various stakeholders – all so that the activities of the Yokohama Rubber Group can be more fully and objectively understood. In selecting the activities to present, rather than simply reporting “progress,” we have endeavored to include a broad range of domestic and overseas locations and those activities deemed of greatest importance. Readers will also find a message from the president, our approach to CSR and our promotional framework for it, and various third-party opinions. The online version – in the inclusive policy of the GRI Guidelines – further includes detailed environmental and society-related data and CSR reports for individual plants and affiliates and more. Under a basic policy of asserting world-class strengths in technologies for protecting the environment, the Yokohama Rubber Group is endeavoring to apply “global environmental management” – consistent, high-level environmental management in all operations worldwide. In order to convey these efforts to stakeholders around the world, English versions of CSR reports have been issued since 2007 (called the “Environmental and Social Report 2007”; that year).