

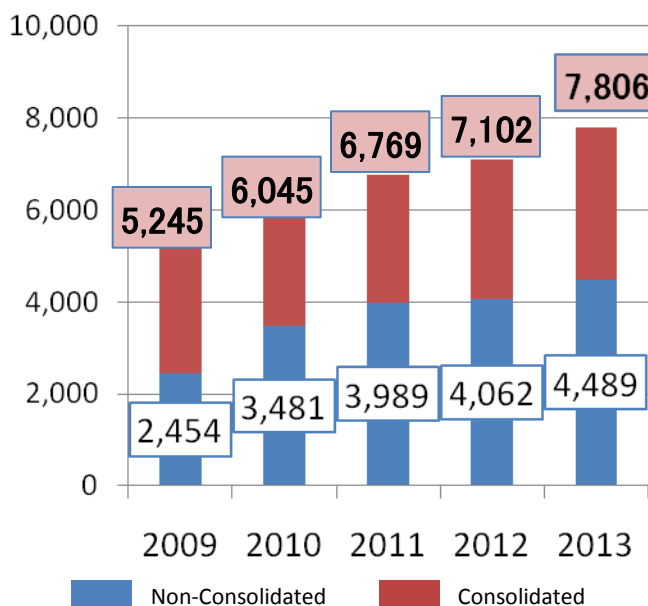
Sumitomo Rubber Industries, Ltd.

Corporate Profile

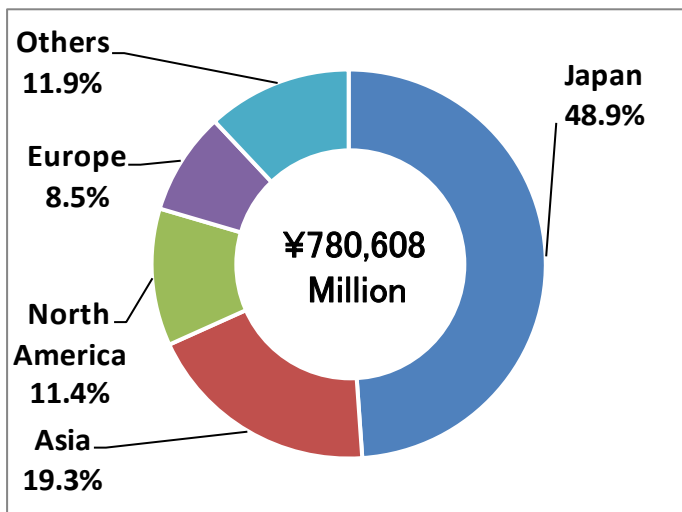
Company Name	Sumitomo Rubber Industries, Ltd.
President and CEO, Representative Director	Ikuji Ikeda
Head Office Location	3-6-9 Wakinohama-cho, Chuo-ku, Kobe, Hyogo, 651-0072, Japan
Foundation	1917 (in 1909 as Dunlop Rubber Company (Far East) Ltd. Japan Office)
Paid-in Capital	¥42,658 Million (as of December 2013)
Number of Shareholders	19,184 (as of December 2013)
Employees	6,595
Consolidated Sales in 2013	¥780,608 Million
Primary Business	Manufacture and Sale of Automotive Tires Manufacture and Sale of Industrial Rubber Products
Factories	Domestic : Nagoya (Toyota), Shirakawa, Izumiotsu, Miyazaki, Kakogawa Overseas : Changshu/Suzhou (China), Changsha/Hunan (China), Zhongshan (China), Indonesia, Malaysia, Vietnam, Thailand, Brazil, South Africa
Overseas Offices	Brussels, Melbourne

Consolidated Sales

(¥100 Million)



Breakdown of Gross Sales by Region



Sumitomo Rubber Industries, Ltd.

Group Products

Tires

Tires (for Passenger Cars, Construction Vehicles, Agricultural Vehicles, Race and Rally Cars, Motorcycles and New Transportation Systems), Aluminum Wheels

Manufacturing/Sales	Sumitomo Rubber Industries, Ltd.
Sales	Goodyear Japan, Ltd. Dunlop Goodyear Tires, Ltd.



100% Fossil
Resource-Free Tire

**ENASAVE
100**

Sports

Golf Equipment and Accessories (Clubs, Balls, Bags, Gloves and Shoes)
Tennis Equipment and Accessories (Balls, Rackets, Bags and Shoes)

Manufacturing/Sales	Dunlop Sports Co., Ltd.
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Industrial and Other Products

Artificial Turf, Offset Printing Blankets, Precision Rubber Parts for IT Equipment, Dock Fenders, High-Damping Rubber, Flooring Materials, Flexible Rubber Joints, Marine Pollution-Prevention Screens, Rubber Hoses, Rubber Gloves and Medical Rubber Stoppers

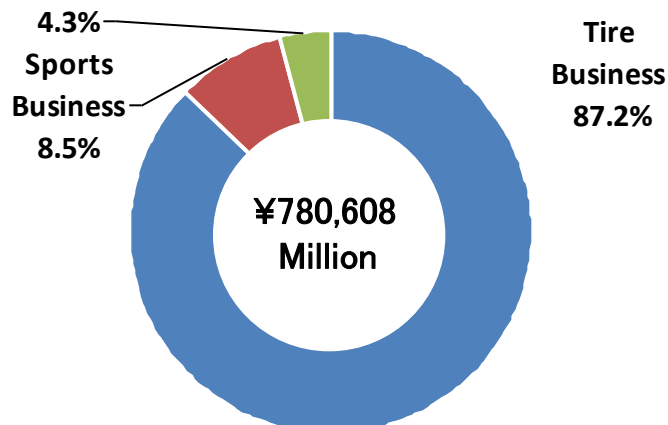


Vibration control dampers
for housing

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Breakdown of Gross Sales by Business Segment

Industrial and Other
Products Business



Sumitomo Rubber Industries, Ltd.

Vision

Long-Term Vision

In 2012, we developed VISION 2020, our new long-term vision for the Sumitomo Rubber Group's future through 2020, with a new slogan: "Go for NEXT." Under this new vision, we will strive to meet new challenges in addition to providing the "World's Best Value," fulfilling our corporate social responsibilities by becoming a true global player and achieving high growth while at the same time pursuing increased value for all of our stakeholders and greater happiness for all of our employees.

Long-Term Vision
Aim to be a company that provides the World's Best Value in all of our fields of business.

Long-Term Vision Action Slogan
Go for NEXT
Become a true global player by achieving both high profitability and high growth. Pursue increased value for all stakeholders and greater happiness for all employees.

Growth Engines for Achieving Our Goals / New Challenges

- The Challenges of New Markets
- Insatiable Drive for Innovation
- Entering New Business Fields

"The World's Best Onsite Operational Skills, Research and Development Capabilities and Technical Skills"

"The Best Profitability in Our Industry"

Taking on the Challenges of New Markets Entering Emerging Markets

Building factories with the aim of expanding sales in emerging markets, where we anticipate rapid growth in market demand.



【Brazil】Began Operation 2013.10



【South Africa】Began Operation 2013.12



【Turkey】To Begin Operation 2015.7



The Unique Technical Strengths That We Have Developed So Far

Environment		Safety	
Fuel-Efficient Technology Expanded to all tire categories 	Fossil Resource-Free 100% Free of Fossil Resources 	Run Flat, Spare-Less Technology DWS (Deflation Warning System) IMS (Instant Mobility System) 	
Fuel-Efficient + Noiseless Combining our technical strengths 		Reliability	
		Simulation Mud Simulation Material Simulation Digital Rolling Simulation II	

Development of High-Performance Materials

"Accelerate the development of high-performance materials through the evolution of 4D NANO DESIGN."

