

## Environmental Preservation and Contributions to Local Communities

The Sumitomo Rubber Group positions environmental preservation as one of its top priorities. Accordingly, the entire Group has continued to make progress across all of its business activities in the area of environmental management. The Group also voluntarily and actively contributes to local communities, mainly in the areas where it carries out its business operations.



Environment Minister Tetsuo Saito (left) and Sumitomo Rubber Industries' President Tetsuji Mino

### Eco-First Company Certification from the Ministry of the Environment

In accordance with the Eco-First System established by the Ministry of the Environment, Sumitomo Rubber Industries made an "Eco-First Commitment" pledge to the Environment Minister in March 2009 with regard to the Group's environmental preservation activities. Upon the declaration of its commitment, Sumitomo Rubber Industries received the Eco-First Company certification.

The Sumitomo Rubber Group's Eco-First Commitment encompasses: (1) Acceleration of global warming prevention activities to reduce its CO<sub>2</sub> emissions below 58% by 2010 compared with the 1990 figure; (2) Making active contributions to the creation of a recycling-oriented society by achieving zero landfill waste at all domestic and overseas factories by 2010; and (3) Promotion of eco-friendly product development activities with the aim of releasing a tire that is 100% free of fossil resources by 2013 and a fuel-efficient tire featuring a 50% reduction in rolling resistance by 2015.

Encouraged by this certification, the Sumitomo Rubber Group will continue to further promote its environmental preservation activities.



LNG satellite base at the Miyazaki Factory

### Completion of Shift to Gas at All Tire Factories

In December 2008, Sumitomo Rubber Industries switched the fuel source for the boiler at its mainstay tire manufacturing facility in Miyazaki from heavy oil to natural gas. This will reduce annual CO<sub>2</sub> emissions from the Miyazaki Factory by 18%. However, a natural gas pipeline has not yet reached the Miyazaki Factory, so Sumitomo Rubber Industries established a liquefied natural gas (LNG) satellite base on the premises of the facility to transfer LNG by tanker.

With completion of the shift to natural gas at the Miyazaki Factory, all four of the Group's domestic tire production factories and all three of its overseas factories have accomplished the switch from heavy oil to natural gas.



SRI Engineering Co., Ltd.

### SRI Engineering Co., Ltd. Receives Reduce, Reuse & Recycle Promotion Council Chairman's Award

SRI Engineering Co., Ltd. was established in 2005 through the merger of Sumitomo Rubber Industries' mold design/development department and the Company's mold production subsidiary. In the same year, SRI Engineering commenced zero emission activities and in 2007 realized the recycling of plaster and cast sand used in the mold production process. Spurred by this achievement, SRI Engineering made further efforts to improve its design and operation processes and succeeded in reducing a significant amount of waste per mold. As a result, SRI Engineering attained complete zero emissions in May 2008 and a 100% recycling ratio. Complete zero emissions is achieved when 0% of waste is disposed of in landfills. To that end, SRI Engineering received the Reduce, Reuse & Recycle Promotion Council Chairman's Award, and the Sumitomo Rubber Group attained zero emissions at all the factories in its major manufacturing companies in Japan and overseas, marking the industry's first such achievement.



Uzugamori area on Mt. Rokko (Nos. 32 and 33 are activity areas of the Sumitomo Rubber Group)



Event site



The winning car and members of the Wakamatsu Daiichi High School Automobile Club

### Developing Sumitomo Rubber Genki No Mori on Mt. Rokko

The Sumitomo Rubber Group entered into an agreement with the Ministry of Land, Infrastructure and Transport with regard to forestation activities to prevent landslides on Mt. Rokko. Cooperating with the Ministry's Rokko Mountain Range Greenbelt Development Project, the Sumitomo Rubber Group will mainly plant deciduous trees at two forestation candidate sites of approximately four hectares in the Uzugamori area of Mt. Rokko.

With the aim of contributing to global warming prevention, the Sumitomo Rubber Group is carrying out the "Sumitomo Rubber Forest Factory—Acorn Project." In this project, the Group will nurture oak trees from acorns collected by its employees. The development of the Sumitomo Rubber GENKI no Mori project is a part of the Group's forestation activities.

### Traffic Safety Event in Shanghai, China

In May 2008, Sumitomo Rubber Industries' tire manufacturing and sales companies in China—Sumitomo Rubber (Changshu) Co., Ltd. and Sumitomo Rubber (Suzhou) Co., Ltd.—held a traffic safety event in Shanghai jointly with Shanghai Spiritual Civilization Development Committee Office and Shanghai Public Security Department Transport Police. In this event, the two companies made presentations featuring the safety aspects of Dunlop tires, while organizing a quiz contest regarding traffic safety knowledge and providing traffic safety educational sessions for children.

Sumitomo Rubber (Changshu) Co., Ltd. and Sumitomo Rubber (Suzhou) Co., Ltd. will continue to carry out extensive traffic safety campaigns, contributing to the advancement of motorization and enhanced safety in China.

### Solar Car with Dunlop Tires Wins World Solar-Car Rallye

In July 2008, the Automobile Club of Wakamatsu Daiichi High School won the World Solar-Car Rallye held in Ogata Village, Akita Prefecture in the Stock Class (Standard Lead Battery Section) of the Full-Size Category. This achievement marked the school's fifth straight victory in this event. The winning car was equipped with Dunlop tires, provided by Sumitomo Rubber Industries every year since 1996.

### Continued Selection for the FTSE4GOOD Global Index

In 2008, Sumitomo Rubber Industries was again selected for inclusion in the "FTSE4Good Global Index," a global social responsibility investment (SRI) index. Created by the global index company FTSE International Limited, FTSE4Good is an equity index series that is designed to facilitate investment in companies that meet globally recognized corporate responsibility standards. Companies in the FTSE4Good Index Series have met stringent social, ethical and environmental criteria and are positioned to capitalize on the benefits of responsible business practice.



FTSE4Good

For details of the Sumitomo Rubber Group's environmental and social contribution activities, please refer to the CSR Report, which is available at:

[http://www3.srigroup.co.jp/CACHE/index\\_e.cfm](http://www3.srigroup.co.jp/CACHE/index_e.cfm)