

With roots that date back to the establishment of Japan's first modern rubber factory by Dunlop U.K. in October 1909, the Sumitomo Rubber Group has realized a number of "Japan's first" achievements over the years since then. They include the production of automobile tires and golf balls, as well as the development of radial tubeless tires, thus contributing to the advancement of the modern Japanese rubber industry. Today, the Group aims to create new value in its three business segments of Tire, Sports and Industrial and Other Products.

In the Sumitomo Rubber Group Long-Term Vision, which targets fiscal 2015 as the final year, the Group aims to consistently generate superior corporate value in various business sectors through its efforts to enhance stakeholder value. It will accomplish this aim through its proprietary competencies, namely: front-line operational skills, leading development capabilities, and technological expertise, in addition to possessing the industry's top earnings power.

Through its CSR message, "for you, for the earth," the Sumitomo Rubber Group expresses its desire to contribute to the realization of a sustainable society, proactively promoting business operations to become a corporate group that earns the trust of society.



Composition of net sales

**82.7%**

| Tire Business



**12.4%**

| Sports Business



**4.9%**

| Industrial and Other  
Products Business

