

The Sumitomo Rubber Group operations cover three business segments: Tire, Sports and Industrial and Other Products. In the Tire business, the Group boasts a high share of the domestic fuel-efficient tire market and is expanding its market presence overseas, mainly in Asian countries. In the Sports business, the Group develops premium golf goods and tennis equipment under brands tailored to specific regional needs. In the Industrial and Other Products business, the Group is striving to expand sales of medical rubber parts and anti-vibration dampers, areas of great growth potential.

Composition of Net Sales by Business Segment

Tire Business

87%



Sports Business

9%



Industrial and Other Products Business

4%



History

1909

Dunlop U.K. established Japan's first modern rubber factory. Began production of bicycle tires and tubes, and solid rickshaw tires

1913

Produced Japan's first automobile tire

1954

Developed Japan's first tubeless tire

1963

Sumitomo assumed management of company. Changed name to Sumitomo Rubber Industries, Ltd.

1966

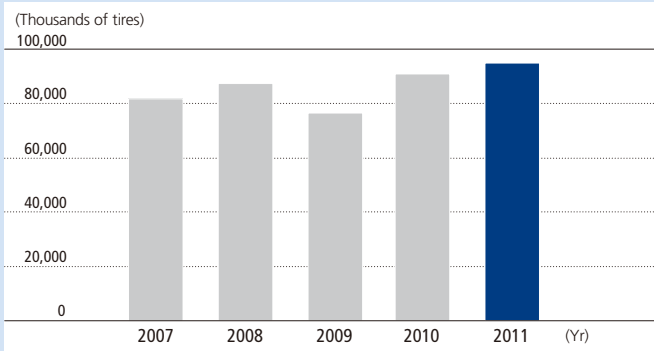
Started mass-production of Japan's first radial tire "SP3"

1984

Acquired six tire plants in UK, Germany and France as well as Dunlop Tyre Technical Division in UK

Tire Sales Volume

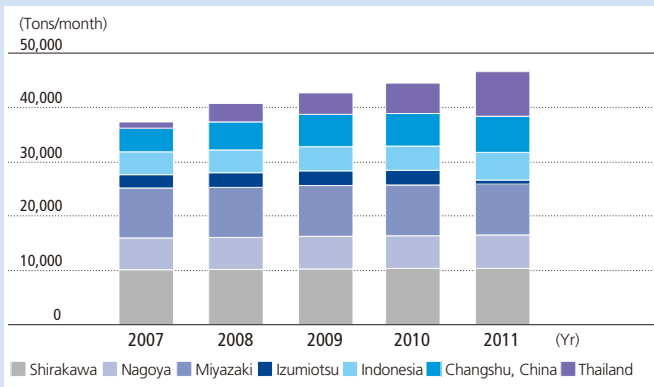
94,880 thousand tires



During fiscal 2011, the domestic sales volume of tires for original equipment markets declined year on year following the Great East Japan Earthquake. However, demand for tires for domestic replacement, overseas original equipment and overseas replacement markets showed steady growth, leading to the total volume of sales in the Tire business rising by about 4,010 thousand tires from the previous fiscal year.

Tire Production Capacity

46,550 tons/month

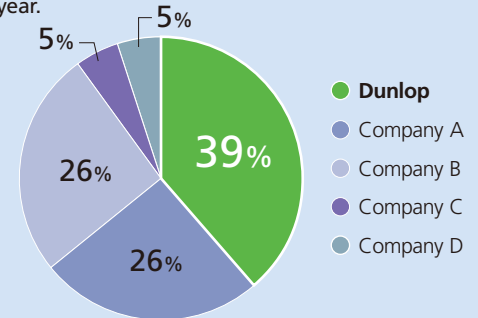


In the Tire business, Sumitomo Rubber Industries constantly works to achieve an optimal global production system with the aim of enhancing supply capacity and cost competitiveness in growing markets. Owing to such efforts, the Group's ratio of overseas to overall production capacity as of fiscal 2011 rose to 43%.

Position in Japan's Fuel-Efficient Tire Market

No. 1

According to the JMA Research Institute's survey of fuel-efficient tire* sales volume by maker, conducted through the top two domestic automobile goods store chains handling tires, Dunlop held 39% of the fiscal 2011 market, thus claiming the highest market share for the second consecutive year.

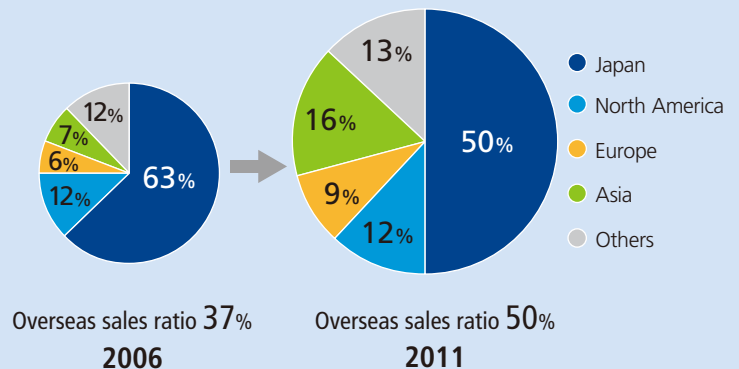


* Tires that meet criteria for rolling resistance and gripping performances stipulated by the Japan Automobile Tyre Manufacturers Association, Inc. (JATMA)

Overseas Sales Ratio

In the Tire business, global sales are steadily growing, particularly in Asian markets. In the Sports business, the Sumitomo Rubber Group is seeing brisk sales expansion in North America, Europe and Asia. Reflecting these trends, the overseas sales ratio reached 50% in fiscal 2011.

50%



1986

Acquired Dunlop Tire Corporation in the U.S.

1999

Formed alliance in tire business with The Goodyear Tire and Rubber Company of the U.S.

2003

Merged with The Ohtsu Tire & Rubber Co., Ltd. Established SRI Sports Limited (now Dunlop Sports Co. Ltd.) and SRI Hybrid Limited

2006

Introduced the Sumitomo Rubber Group Long-Term Vision

2009

Celebrated the Company's 100th anniversary

2010

Integrated Dunlop Falken Tyres Ltd. and SRI Hybrid Limited