



The 100% fossil resource-free tire prototype

TIRE Business

- Sumitomo Rubber Industries manufactures and sells tires, primarily the Dunlop, Falken and Goodyear brands.
- In 1999, Sumitomo Rubber Industries formed a global tire business alliance with The Goodyear Tire & Rubber Company. This alliance helped generate joint production and sales ventures in Europe and North America while boosting sales in Japan. Other benefits included synergies created through tire technology exchange and the joint procurement of raw materials and manufacturing equipment.

ENASAVE PREMIUM



*Two sizes in the lineup received AA classification

ENASAVE

ENASAVE is Dunlop's eco-friendly tire brand. The name derives from "Energy SAVE," i.e., to conserve fuel, and "NAture SAVE," i.e., to preserve nature.

80%

of Dunlop summer replacement tires are fuel efficient*

* Fuel-efficient tires as defined under the relevant labeling guideline

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sales volume for fuel-efficient tires for the second consecutive year, Dunlop continues to be a market leader

JMA Research Institute Inc. survey of two top retailers in Japan in 2011 and 2012 regarding the volume of fuel-efficient tire sales by manufacturer

Fiscal 2011 Results

Sales in the Tire business grew 15.0% year on year to ¥591,045 million for the fiscal year under review, while operating income surged 23.9% to ¥48,820 million.

The strong results were attributable to healthy domestic demand for both fuel-efficient and winter tires as well as sales growth in overseas markets.

On the earnings front, Sumitomo Rubber Industries' efforts to improve its product prices, sales volume and product mix yielded an increase in profit despite the ongoing rise in key material prices.

Domestic Replacement Market

Sales in the domestic replacement market increased in fiscal 2011. With regard to the summer tire lineup, the Company strived to expand sales of high-value-added products, including fuel-efficient tires. Specifically, during the fiscal year under review the Company introduced the new LE MANS 4 tire, which is known for fuel efficiency and quietness, ENASAVE series tires under the Dunlop brand and the new GT-Eco Stage tire under the Goodyear brand. The winter tire lineup saw favorable sales growth thanks to unusually heavy snowfalls in the beginning of 2011 as well as strong sales results toward the year-end.

Domestic Original Equipment Market

Despite a substantial drop in automobile production due to the Great East Japan Earthquake and heavy floods in Thailand, domestic original equipment sales rose year on year. This was attributable to the Company's efforts to promote high-value-added products, such as fuel-efficient tires, as well as to revise product prices in accordance with changes in raw material market prices.

Overseas Replacement Market

Despite economic deceleration in Europe and the United States, sales rose year on year due to brisk performances in emerging Asian and Latin American nations as well as Russia. In addition, local sales subsidiaries in Europe made steady progress in expanding marketing channels.

Overseas Original Equipment Market

Reflecting the effects of the Great East Japan Earthquake and heavy floods in Thailand, overseas automobile production saw a temporary decline. Nevertheless, the Company's sales topped those of the previous fiscal year, reflecting stepped-up marketing efforts to increase sales in tandem with growing overseas automobile production, particularly in China.

Fiscal 2012 Outlook

In fiscal 2012, Sumitomo Rubber Industries expects that in terms of volume, sales in the domestic replacement market—which grew vigorously thanks to growth in demand for winter tires in fiscal 2011—to remain on par. On the other hand, the Company expects sales increases in the domestic original equipment, overseas original equipment and overseas replacement markets, and, accordingly, overall sales in the Tire business segment are forecasted to grow. In the domestic market, Sumitomo Rubber Industries will introduce new products that will further enhance the fuel-efficient tire lineup. Overseas, the Company will strive to expand sales, focusing mainly on emerging countries where demand is brisk.

DUNLOP

ENASAVE EC202



FALKEN

ZIEX ZE912



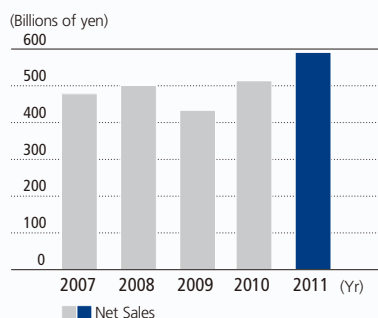
GOODYEAR

GT-Eco Stage



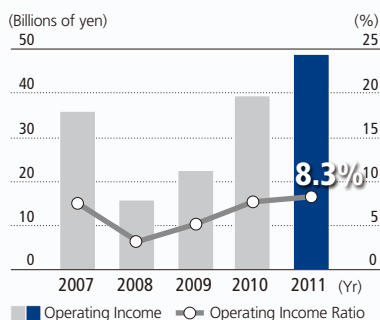
Net Sales

¥591.0 billion Year on Year **+15.0%**



Operating Income and Operating Income Ratio

¥48.8 billion Year on Year **+23.9%**



Year-on-Year Increase/Decrease in Tire Sales Volume

	2010	2011
Domestic original equipment	+17%	-12%
Overseas original equipment	+53%	+8%
Domestic replacement	+6%	+9%
Overseas replacement	+21%	+7%
Total	+19%	+4%
Total sales volume (millions of tires)	90.87	94.88

SPORTS Business

- Dunlop Sports Co. Ltd.,* a company spun off from Sumitomo Rubber Industries in 2003, plays a central role in the manufacturing and marketing of such items as golf clubs and golf balls. In the area of tennis equipment, the company offers several products, including rackets and balls.
- In its mainstay golf product lineups, Dunlop Sports has introduced the XXIO, SRIXON and Cleveland Golf brands on a global scale.
- Dunlop Sports was listed on the first section of the Tokyo Stock Exchange.

* In May 2012, SRI Sports Limited changed its corporate name to Dunlop Sports Co. Ltd.



XXIO

The flagship golf goods brand XXIO is a favorite among golfers in Japan, South Korea and China.



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ranking in terms of value of domestic shipments in 2011 for

- Golf clubs
- Golf balls
- Tennis rackets (tied for first place with rival)
- Tennis balls

The 2011 market share forecast based on the Sports Goods Industry 2012 by Yano Research Institute Ltd.

234

golfers in

24

countries worldwide

The number of professional golfers who have entered into goods use agreements with Dunlop Sports

As of March 28, 2012

Fiscal 2011 Results

Sales in the Sports business declined 7.7% year on year to ¥58,365 million, while operating income dropped 40.5% to ¥3,640 million. The decrease reflected weakness in the domestic golf and tennis goods market due to the effects of the Great East Japan Earthquake.

Golf

During the fiscal year under review, the number of golf course users was down from the previous fiscal year due to the Great East Japan Earthquake and heavy snowfalls in early 2011, conditions that caused personal consumption in the overall market to weaken significantly. Overseas, a downturn in consumer confidence was seen in South Korea and Europe despite ongoing market expansion in Southeast Asia and China.

Against this backdrop, Dunlop Sports enjoyed brisk sales of its mainstay XXIO sixth-generation golf clubs in Japan and, in December 2011, released the XXIO 7, the seventh generation in this golf club line. The XXIO 7 made a favorable start with a greater-than-expected sales volume. In golf balls, the SRIXON Z-STAR series, which are used by professional golfer Ryo Ishikawa, and the XXIO Super XD Plus series enjoyed expanded sales, contributing to an increased market share.

In Europe and the United States, the company introduced new golf clubs under the Cleveland Golf brand as well as golf balls

under the SRIXON brand. Owing to aggressive sales promotion activities by its subsidiary Cleveland Golf Company, Inc., Dunlop Sports increased its share of the U.S. golf ball market, which is the world's largest.

However, stagnant conditions in the domestic market due to the Great East Japan Earthquake as well as the negative impact of the strong yen resulted in a year-on-year sales decrease for the golf goods business as a whole.

Tennis

During the fiscal year under review, Dunlop Sports enhanced the lineup of tennis rackets it offers under the SRIXON brand while introducing new NEOMAX series rackets under the Dunlop brand. The company also worked to expand sales of Pure Drive series rackets under the Babolat brand. Furthermore, Dunlop Sports endeavored to increase its brand value by entering into goods use agreements with world-class professional tennis players. Despite such efforts, sales of tennis equipment declined year on year.

Fiscal 2012 Outlook

In the midst of economic uncertainty and sluggish private-sector consumption, Dunlop Sports will make concerted efforts to enhance brand value and share in every market in which it operates by offering products that meet front-line needs.



Golf goods under the SRIXON brand, introduced for professional and semiprofessional use, are preferred by leading golfers throughout the world and contribute to their tournament wins.



Introduced in 1979 in the United States, Cleveland Golf's wedges enjoy a high share of the U.S. golf club market.



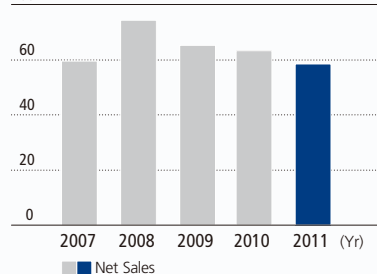
Dunlop Sports' tennis balls are used in a number of important domestic tournaments

Net Sales

¥58.4 billion

Year on Year
-7.7%

(Billions of yen)

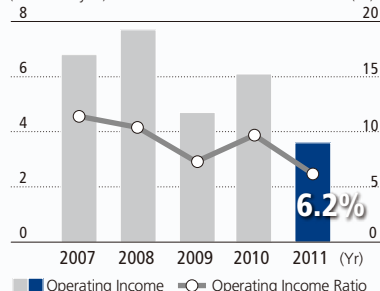


Operating Income and Operating Income Ratio

¥3.6 billion

Year on Year
-40.5%

(Billions of yen)



Sales Breakdown

(Billions of yen)

	2010	2011	Year-on-Year
Clubs	29.8	27.3	-8%
Balls	12.9	11.9	-8%
Shoes and accessories	8.7	7.9	-9%
Golf goods	51.4	47.0	-8%
Tennis goods	6.5	6.1	-6%
Licensing revenue	0.4	0.4	-10%
Sports goods	58.2	53.5	-8%
Others	5.0	4.9	-3%
Total	63.2	58.4	-8%

INDUSTRIAL AND OTHER PRODUCTS

Business

- With Sumitomo Rubber Industries' Hybrid Rubber Products HQS. as its core, the Industrial and Other Products business offers a wide variety of products encompassing precision rubber parts for printers and photocopiers, high damping rubber, artificial turf for sporting use, floor coating, portable ramps for wheelchair use, rubber gloves, rubber gas tubes, offset printing blankets, marine fenders, rubber valves and medical rubber parts. The Company covers diverse needs that range from daily life to industrial applications.

MIRAIE

The MIRAIE damper for houses uses Sumitomo Rubber Industries' high damping rubber technology. Capable of absorbing up to 70%* of the kinetic energy of an earthquake tremor, MIRAIE is also effective in buffering repeated aftershocks.

* Based on the results of in-house shake table experiments

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share of the domestic market for high damping rubbers for bridge cable use

Survey conducted by Sumitomo Rubber Industries in January 2012



Precision rubber parts for printers and photocopiers

Precision rubber parts for printers and photocopiers require accuracy on a micrometer scale. With production bases in Japan, China and Vietnam, Sumitomo Rubber Industries meets the needs of a wide variety of customers.

Fiscal 2011 Results

During fiscal 2011, sales in the Industrial and Other Products business edged down 0.2% year on year to ¥27,493 million, while operating income dropped 31.2% to ¥1,460 million.

Medical rubber parts enjoyed steady increases in sales, while those of rubber gloves and architectural floor materials were strong. However, sales of mainstay precision rubber parts for printers and photocopiers declined year on year due to a decrease in production at OA equipment makers affected by the Great East Japan Earthquake and heavy floods in Thailand as well as the appreciation of the yen.

Fiscal 2012 Outlook

Given the current economic uncertainty, business conditions are expected to remain severe. Against this backdrop, Sumitomo Rubber Industries will strive to reinforce its production capacity for medical rubber parts in order to meet an expected increase in demand. By doing so, the Company will be in a position to expand its supply of these safe and high-quality products. Furthermore, Sumitomo Rubber Industries will release the MIRAIE damper, which employs the Company's proprietary high damping rubber, for use in the construction of housing. Along with the launch of this new product, Sumitomo Rubber Industries will undertake proactive sales promotion activities.



Medical rubber parts

Exercising thorough quality control, Sumitomo Rubber Industries offers safe and high-quality medical rubber parts.



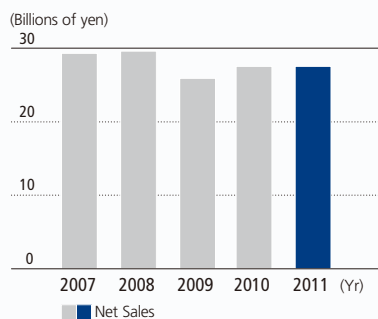
Rubber gloves

The extensive lineup of Dunlop rubber gloves encompasses products for household and industrial use.

Net Sales

¥27.5 billion

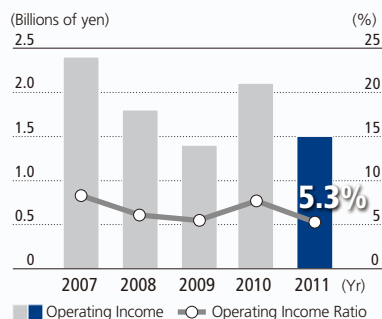
Year on Year
-0.2%



Operating Income and Operating Income Ratio

¥1.5 billion

Year on Year
-31.2%



Artificial turf for sporting use "Hibrid-Turf"

Realizing both superior safety and playability, the Hibrid-Turf is installed in a wide variety of sports facilities from professional pitches to school facilities nationwide.