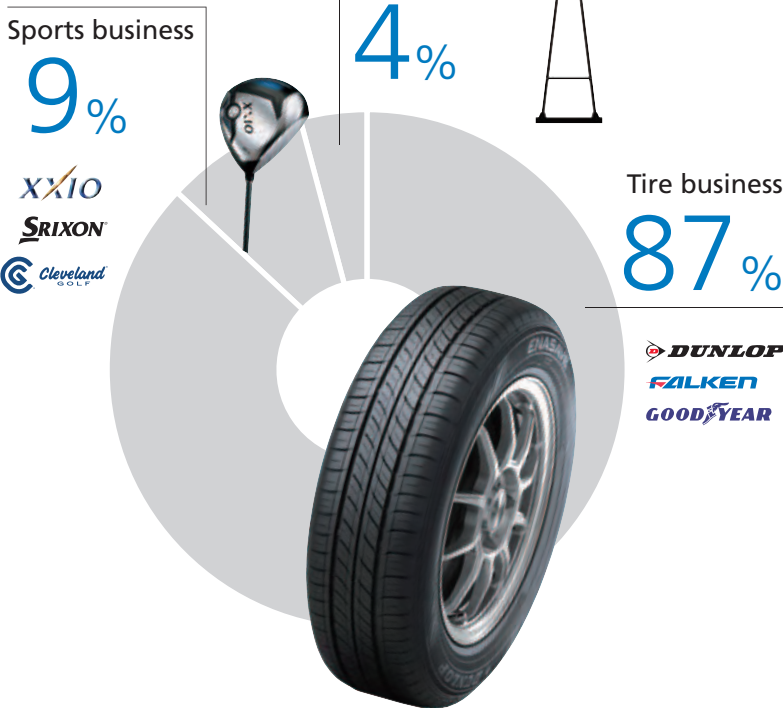


The Sumitomo Rubber Group operations cover three business segments: Tire, Sports and Industrial and Other Products.

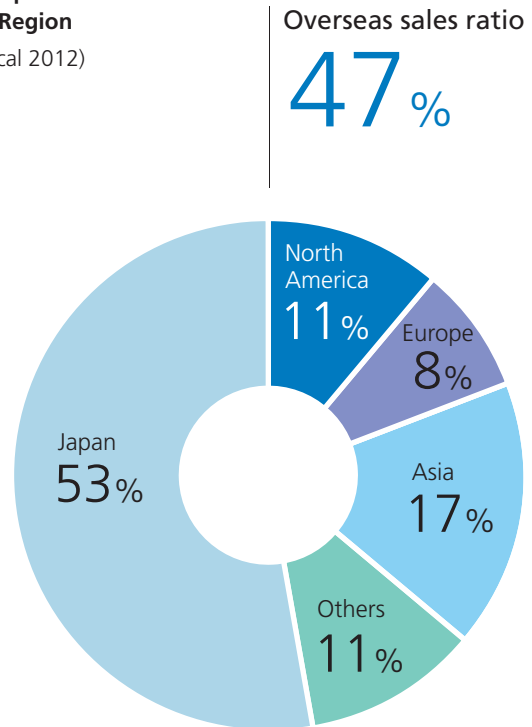
In the Tire business, the Group boasts a high share of the domestic fuel-efficient tire market and is expanding its market presence overseas, mainly in Asian countries. In the Sports business, the Group develops premium golf goods and tennis equipment under brands tailored to specific regional needs.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

In 2012, we introduced "VISION 2020," a long-term vision that sets targets for fiscal 2020. Under the slogan "Go for NEXT," the Group is implementing new initiatives as it moves into the next growth stage.

**Composition of Net Sales by Business Segment**  
(Fiscal 2012)



**Composition of Net Sales by Region**  
(Fiscal 2012)



**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**

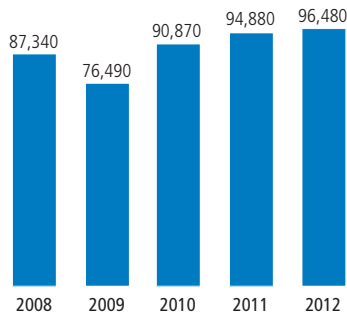
Acquired six tire plants in the UK, Germany and France as well as Dunlop Tyre Technical Division in the UK

**1986**

Acquired Dunlop Tire Corporation in the U.S.

## Tire Sales Volume

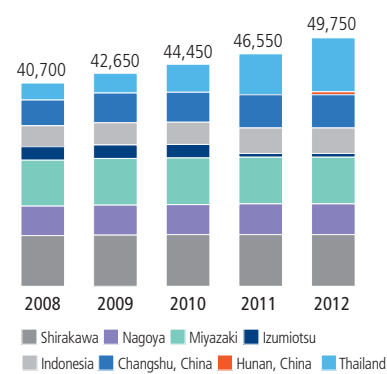
96,480 thousand tires



During fiscal 2012, the tire sales volume in overseas replacement markets decreased year on year. However, tire sales in the domestic original equipment and replacement markets as well as in overseas original equipment markets showed growth, leading, in turn, to a 1,600 thousand unit rise in the Tire business's total sales volume compared with the previous fiscal year.

## Tire Production Capacity

49,750 tons/month



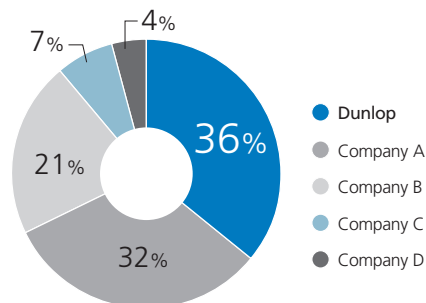
In fiscal 2012, the Group's second factory in China, located in Hunan Province, started production while production capacity was expanded at a factory in Thailand. Reflecting this, the Group's tire production capacity increased 7% year on year and its overseas production ratio rose to 47%.

## 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, Dunlop held 36% of the fiscal 2012 market, thus claiming the highest market share for the third consecutive year.

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



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### Cautionary Statements with Respect to Forward-Looking Statements

Statements made in this annual report with respect to Sumitomo Rubber Industries, Ltd.'s current plans, estimates, strategies and beliefs, and other statements that are not historical facts, are forward-looking statements about the future performance of Sumitomo Rubber. These statements are based on the Company's and the Group's assumptions and beliefs in light of the information currently available to them. Sumitomo Rubber cautions that a number of potential risks and uncertainties could cause actual results to differ materially from those discussed in the forward-looking statements and advises readers not to place undue reliance on them.

1999

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

2006

Introduced the Sumitomo Rubber Group Long-Term Vision

2003

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

2009

Celebrated the Company's 100th anniversary

2010

Integrated Dunlop Falken Tyres Ltd. and SRI Hybrid Limited

2012

Announced "VISION 2020," our long-term vision