

The Sumitomo Rubber Group's operations cover three business segments: Tire, Sports and Industrial and Other Products. In line with "VISION 2020," a long-term vision that sets targets for fiscal 2020, the Group is pushing forward initiatives to achieve stable business growth.

In the Tire business, the Group boasts a high share of the domestic fuel-efficient tire market and is proactively expanding its market presence overseas, particularly in emerging countries where demand is expected to grow. In the Sports business, the Group develops premium golf goods and tennis equipment and recently initiated the wellness promotion business, which includes fitness club operations. In the Industrial and Other Products business, the Group is striving to expand sales of vibration control dampers and medical rubber parts, which have great growth potential.

THE NEXT CHAPTER

Innovation

Reducing Environmental Load
with Our Unique Technology



100% fossil
resource-free tire

**ENASAVE
100**



Achieved the
coveted "AAA-a"
ranking—the
highest possible—
under Japan's tire
labeling system

**ENASAVE
NEXT**



Premium runflat tire

**SP SPORT
MAXX 050 NEO**



NEO-T01



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 U.K., Germany and France as well as Dunlop Tyre Technical Division in the U.K.

1986

Acquired Dunlop Tire Corporation in the U.S.

1999

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

2003

Merged with The Ohtsu Tire & Rubber Co., Ltd.

2006

Introduced the Sumitomo Rubber Group Long-Term Vision

Globalization

Expanding Our Global Production
and Sales Network

Turkey

2015

- A new factory scheduled to commence operations

China

2015

- Expanded production capacity at two factories
- Initiated sales of Falken brand tires

India

2013

- Initiated the sale of Falken brand tires

Thailand

2014

- Launched a factory to produce tires for agricultural machinery

Brazil

2013

- Launched the Group's first tire factory in Latin America

Africa

2013

- Launched a factory in South Africa



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2009

Celebrated the Company's 100th anniversary

2012

Announced "VISION 2020," our long-term vision

2013

Launched ENASAVE 100, the world's first* 100% fossil resource-free tire

* Since the use of synthetic rubber became the industry standard (based on Sumitomo Rubber Industries' own research).

2014

Launched ENASAVE NEXT, which has achieved the coveted "AAA-a" ranking—the highest possible—under Japan's tire labeling system

Introduced two lines of premium runflat tires produced using our NEO-T01 next-generation tire manufacturing system: the SP SPORT MAXX 050 NEO released in Japan under the Dunlop brand and the AZENIS FK453 RUNFLAT released in Europe under the Falken brand

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.