

Toyo Tires Implements Organizational Reform

Osaka, Japan – 10 February, 2012 – TOYO TIRE & RUBBER CO., LTD. (President and CEO: Kenji Nakakura), announced the following organizational reform and management changes, effective April 1, 2012.

1. Organizational Changes

- Planning Division is renamed “Corporate Planning Division”.
- Tire Planning Department (part of the Planning Division) is eliminated.
- DT Planning Department (part of the Planning Division) is moved to DT Business Group Headquarters.
- The following three sales divisions are eliminated: Toyo Tire Overseas Sales Division; Toyo Tire Domestic Replacement Sales Division, Nitto Tire Sales Division. The following four departments are eliminated: Toyo Tire Overseas Sales Department No.1; Toyo Tire Overseas Sales Department No.2; Tire Sales Administration Department; SCM Department.
- “Tire Planning Division” is newly created within Tire Business Group Headquarters.
- “Tire Strategic Planning Department” and “Tire Business Unit Administration Department” are newly created within the Tire Planning Division.
- China/Asia Business Promotions & Coordination Office is merged into the Tire Strategic Planning Department.
- Tire Manufacturing Division is renamed “Tire Production Management Division”.
- The global tire business is divided into the following seven new Business Units: Japan, North America, China, Asia & Oceania, Europe, Independent Distributors and Nitto. They become part of the Tire Business Group Headquarters.
- “Tire Logistic Department” is newly created within “Tire Business Group Headquarters”.

2. Purpose and Goal of the Reorganization

- These organizational changes are being implemented to quickly and effectively achieve the global growth goals set forth in the company’s “Mid-Term Business Plan ‘11”.
- The planning function for each of the tire and non-tire businesses will be placed under the direct command of each Business Group Headquarters so as to enhance and accelerate their planning capabilities.
- The Tokyo office is being closed and their functions consolidated with the Osaka headquarters office. The goal is to eliminate duplication and diffusion of resources, especially as it relates to the tire business, so that the planning, management and supply chain functions can become more efficient and effective.
- The objectives behind establishing and vesting clear authority and responsibility in each of the seven new Business Units is to enable more timely decision-making, and to ensure that planning and implementation of strategy can be devised to suit local market conditions with greater speed and effect.

3. Corporate Officers: Change in Title, Responsibilities (effective April 1, 2012)

Name	New Position	Former Position	Continuing Position
Akira Nobuki	<ul style="list-style-type: none"> Executive Corporate Officer General Manager, Tire Planning Division 	Senior Corporate Officer	<ul style="list-style-type: none"> Director Group Executive Officer, Tire Business
Mitsuru Hitotuyanagi	Overseas Tire Production Projects	<ul style="list-style-type: none"> Senior Corporate Officer Assistant Group Executive Officer, Tire Business Chairman, Toyo Tire (Zhangjiagang) Co., Ltd. 	Director
Hidenori Fukutomi	General Manager, Japan Business Unit	General Manager, Toyo Tire Domestic Sales Division	<ul style="list-style-type: none"> Director Senior Corporate Officer,
James L. Hawk	<ul style="list-style-type: none"> Senior Corporate Officer General Manager, North America Business Unit 	Corporate Officer	President, Toyo Tire North America Manufacturing Inc.
Sadao Ichihara	General Manager, Corporate Purchasing Division	<ul style="list-style-type: none"> General Manager, Toyo Tire Overseas Sales Division Chairman, Toyo Tire (Shanghai) Co., Ltd. 	Corporate Officer
Kazuyuki Ito	General Manager, Tire Production Management Division	General Manager, Tire Manufacturing Division	Corporate Officer
Koichi Ono	General Manager, Corporate Planning Division	General Manager, Planning Division	Corporate Officer,
Tomoshige Mizutani	General Manager, Nitto Business Unit,	General Manager, Nitto Sales Division	<ul style="list-style-type: none"> Corporate Officer President, Nitto Tire U.S.A. Inc.

4. Newly-elected Corporate Officers (effective April 1, 2012)

Name	New Position	Former Position	Continuing Position
Tetsuo Tatara	Corporate Officer		<ul style="list-style-type: none"> General Manager, Production Engineering Center General Manager, Production Technology Dept.
Tamotsu Sakuramoto	<ul style="list-style-type: none"> Corporate Officer General Manager, Europe Business Unit 		President, Toyo Tire Europe GmbH

5. Other Personnel Changes (effective April 1, 2012)

Name	New Position	Former Position	Continuing Position
Kenya Nonoyama	General Manager, O.E Sales Dept. No.2	General Manager, O.E.Sales Planning and Administrative Dept	
Tadashi Ogawa	General Manager, O.E.Sales Planning and Administrative Dept	General Manager, O.E Sales Dept. No.1	
Kuniaki Otsuka	General Manager, O.E Sales Dept. No.1		
Yasushi Takagi	General Manager, Tire Strategic Planning Dept.	General Manager, Corporate Panning Dept.	
Noriyuki Dan	General Manager, Tire Business Unit Administration Dept.	General Manager, Tire Sales Administration Dept.	
Shinji Tanabe	Plant General Manager, Sendai Plant	Plant General Manager, Kuwana Plant	
Naoki Nishikawa	Plant General Manager, Kuwana Plant	General Manager, Kuwana Plant	
Yoji Imura	General Manager, Kuwana Plant		
Yoshihisa Kondo	General Manager, Tire Production Planing Dept.		
Chan Ho Wai	<ul style="list-style-type: none"> • General Manager, China Buiness Unit • Chairman, Toyo Tire (Shanghai) Co., Ltd. 	President, Silverstone Berhad	Chairman, Toyo Tire (Zhucheng) Co., Ltd.
Kanji Kasai	<ul style="list-style-type: none"> • General Manager, Asia & Oceania Business Unit, Tire Business • President, Toyo Tire Manufacturing (Malaysia) Sdh Bhd 		Chairman, Toyo Tyre & Rubber Australia Ltd.
Naoki Gonsui	General Manager, Independent Distributors Business Unit	General Manager, Toyo Tire Overseas Sales Dept. No.2.	
Hiroshi Kono	General Manager, Tire Logistics Dept.	General Manager, SCM Dept.	President, Toyo Tires Logistics Co., Ltd.

Mitsunobu Kono	General Manager, Corporate Planning Dept.	General Manager, Tire Planning Dept.	
Haruhiko Kitagawa	General Manager, Corporate Communications Planning Dept. (Corporate Planning Division)	General Manager, Corporate Communications Planning Dept. (Planning Division)	
Masato Watanabe	General Manager, DT Planning Dept. (DT Business Group Headquarters)	General Manager, DT Planning Dept. (Planning Division)	
Akira Hirano	General Manager, Information Systems Dept.		
Masayuki Kitayama	General Manager, Tire Quality Assurance Dept.		
Masato Miki	General Manager, Consumer Relations Dept.		

6. Overseas Subsidiary Company Representatives: Personnel Changes (effective April 1, 2012)

Name	New Position	Former Position	Continuing Position
Tetsuya Kunida	President, Toyo Tire North America OE Sales LLC	General Manager, O.E Sales Dept. No.2	
Toshihiko Honbo	Chairman, Toyo Tire (Zhangjiagang) Co., Ltd.	General Manager, China/Asia Business Promotions & Coordination Office	
Noriyuki Isobe	President, Toyo Tire (Zhangjiagang) Co., Ltd.	Plant General Manager, Sendai Plant	
Tsuyoshi Tanaka	President, Nitto Japan Co., Ltd.		
Toh Poh Keong	President, Silverstone Berhad		

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