

We use cookies to provide you with the best possible experience in your interactions with YOKOHAMA and on our web site. Please find out more about our use of Cookies [here](#). By closing this banner, scrolling down this page or clicking on any element on the page you accept the use of cookies.



[Contact Us](#) | [Chinese Site](#) | [Japanese Site](#) |

[Top](#) / [CSR](#) / [People](#) /

Consumer Issues

Stance

As a member of mobility society, we believe that sustainable growth supported by and with customers is possible by providing products that satisfy passengers while being committed to their safety when driving passenger vehicles, trucks and buses, as well as working to provide correct information desired by customers.

This stance is declared in the [Quality Policy](#), and the actions that should be taken by employees are stipulated in the [Yokohama Rubber Group Action Guidelines](#).

Policy

Quality Policy

We will contribute to society by planning, designing, producing, and selling attractive products for the satisfaction of our customers while maintaining a quality assurance system in all of our processes, including service. To this end, we will conduct systematic activities to ensure that all the basic steps in our quality assurance activities function properly.

Yokohama Rubber Group Action Guidelines

We shall provide safe and high-quality products and services

<Basic stance of the Yokohama Rubber Group>

We shall develop, design, manufacture, and sell attractive products that satisfy customers; provide society as a whole with safe and high-quality products and services; and endeavor to enhance the value of the Yokohama Rubber brand.

<To put our basic stance into practice – our action>

1. We shall listen to the views of our customers, accurately ascertain their needs, and develop, design, manufacture, and sell products of genuine use to society.

2. We shall provide our customers with appropriate information concerning our products.
3. In the manufacture and sale of our products, we shall observe the laws and regulations on safety applied in each host country and region.
4. We shall proactively participate in the construction and operation of companywide mechanisms to assure the quality of our products.
5. We shall take prompt action in response in the event of accidents related to our products.
6. Through these actions, we shall work to enhance the value of the Yokohama Rubber brand.

Message from a manager

With the start of the new Grand Design 2020 Medium-term Management Plan in 2018, we aim to continue to be a company indispensable to society over the next 100 years based on the strong foundation of trust garnered in its first century. To do so, we are committed to improving product quality and services in order to provide attractive products that will satisfy customer needs and guarantee safety and peace of mind which foster the trust.

Specifically, we are steadily implementing the Yokohama Rubber Quality Management System (QMS) for improving quality of products and services at overseas business locations and external manufacturing partners, which have been expanding and diversifying in order to provide our products to more customers.

In order to further enhance the quality of after-sales service as well as sales and services such as pre-sale promotion, we are implementing systematic improvements in terms of training of salespeople and service engineers, conducting training seminars at sales locations both in Japan and overseas, and improving the training materials and programs used for these activities. These efforts aim to build a closer relationship with customers.

Hiroyuki Narabayashi, Head of Tire Quality Assurance Division

Yasushi Hayano, Officer, in charge of MB Quality Assurance Division

Vision for FY 2020

- A uniform quality assurance system corresponding to the expansion of global production sites
- Global service structure that covers our entire product range
- Raise awareness about the proper use of products to enhance customer safety and help realize a low-carbon society
- Implement quality education for all employees including production sites and services

Main action items to be addressed first

The following items have been established as the main action items that the Yokohama Rubber Group will address first in consideration of the level of impact of business activities and the level of social interest.

Customer Health and
Safety >

Product and Service
Labeling >

Marketing
Communications >

Customer Privacy >

Compliance (Product
Liability) >

Data summary

 [Consumer Issues \(442KB\)](#)

CSR >

Message from the President

Business and SDGs

CSR Management Aimed at Realizing a Sustainable Society

Vision for FY 2020

Determining Important Issues

CSR Slogan "Caring for the Future"

Basic Policy

Message from a manager

Corporate Governance

Governance

Products

The Earth

The Environment

People

Human Rights

Labor Practices

Consumer Issues

Community

Fair Operating Practices

Community Involvement and Development

Primary Initiative Progress Report

Reference Table for GRI Guidelines

Data Summary

Related Information on CSR Report

Site Data

CSR News

YOKOHAMA The Forever Forest Project

What is the Forever Forest Project?

The Forever Forest How far has it spread?

Messages of Support for the Forever Forest

Forest portal site links

[Third-party Opinion](#)

[Reference Table for GRI Guidelines](#)

[Editorial Policy for CSR Website](#)

[PDF Downloads/Previous Reports](#)

[Contact Us](#)

[Privacy Policy](#)

[Legal Notice](#)



Copyright © THE YOKOHAMA RUBBER CO., LTD. All rights reserved.