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PRESS RELEASE

TRI Forms Joint Venture in Mexico with Anvis Group

~Creating the integrated supply chain solutions that deliver TRI’s competitive advantage in automotive anti-vibration rubber products business in Mexico~

Tokai Rubber Industries, Ltd. (head office Komaki, Japan, President Yoshiaki Nishimura, “TRI”) today announced the formation of a joint venture in Mexico (“Joint Venture”) that will create the integrated supply chain solutions that will deliver TRI’s competitive advantage in the automotive anti-vibration rubber products business, with Anvis Group of Germany, an automotive supplier of anti-vibration systems.

The new Joint Venture, which has been established as Tokai Rubber de Mexico, S.A.P.I. de C.V. (“TRI Mexico”), is located in Queretaro, Mexico, a state in Mexico which is in close proximity to TRI Mexico’s supplier and customer base for the automobile industry. TRI Mexico plans to establish a manufacturing facility that will employ approximately 200 people and will start producing automotive anti-vibration rubber products in October 2013.

The objective of the Joint Venture collaboration is to enable TRI to produce and supply its products more efficiently and to expedite entry into the Mexican marketplace, by utilizing an expanded footprint and combining complementary technologies, market and industry know-how and other assets of both TRI and Anvis Group. As a part of the Joint Venture collaboration, TRI Group has agreed to acquire a 49% interest in Anvis Group Mexico, also located in Queretaro, Mexico. Anvis Group has agreed to acquire a 49% interest in TRI Mexico.

The establishment of TRI Mexico is an important step forward in strengthening TRI’s position in the Mexican market. The automotive industry in Mexico is one of the most rapidly growing markets, catering to the needs of Mexico, as well as North and South America.

In 2011, TRI Group established a mid-term management plan called “TRI VISION 2015”. Consistent with this plan, TRI Group aims to actively respond to global supply chain needs especially in emerging markets including Mexico.
Outline of Joint Venture

Location: Bernardo Quintana industrial complex, El Marquez, Querétaro, Mexico (in the site of Anvisgroup México)

Manufacturing item: Automotive anti-vibration rubber and component parts

Construction starts on: December, 2012

Construction to be completed by: July, 2013 (planned)

Capital: 6 million euros (600 million yen※1)

Shareholders:
- Tokai Rubber Industries Group 51% (Tokai Rubber Industries , Ltd. 46%, TRI-USA 5%), Anvis Netherlands B.V. 49%

Investment Amount: Approx. 500 million yen (plant, production equipment, engines and turbines)

Representative: President Tsutomu Matsuoka (Executive Officer, General Manager of Automotive Anti-Vibration Products Business Unit)

Site Area:
- Site Approx. 4,200 m², Building Gross Approx. 4,000 m²

Production Ability: Approx. 4.4 billion yen per year

Sales Budget: Approx. 1.6 billion yen (estimated for FY2015)

Employees: Approx. 200 (estimated for FY2015)

Outline of Anvis Group

Location: Steinau an der Straße, Land Hessen, Germany

Established: 1978

Shareholders:
- H.I.G. (private equity) 74.9%, Olaf Hahn 25.1%

Representative: CEO (Chief Executive Officer) Olaf Hahn

Employees: Approx. 2,000

Net Sales: Approx. 305 million euros (approx. 30.5 billion yen※1, 2011)

Locations: Total of 13 offices in 10 countries

Outline of Anvisgroup México, S.A. de C.V.

Location: Bernardo Quintana industrial complex, El Marquez, Querétaro, Mexico

Established: 1993

Capital: 359 million pesos (approx. 2.2 billion yen※2)

Shareholders:
- Anvis Netherlands B.V. 51%, Tokai Rubber Industries Group 49% (Tokai Rubber Industries, Ltd. 44%, TRI-USA 5%)

Representative: CEO (Chief Executive Officer) Olaf Hahn

Employees: Approx. 190

Net Sales: 342 million pesos (approx. 2.1 billion yen※1, approx. 21 million euros※2, 2011)

※1 1 euro = 100 yen
※2 1 peso = 6.2 yen