The present global recession has resulted in a sharp drop in international trade, rising unemployment, slumping equity and commodity prices. The IMF has warned about "worrisome parallels" between the current global crisis and the Great Depression, despite the unprecedented steps already taken by central banks and governments worldwide. Despite adversities, YHI is determined to ride out the storm.

From our humble beginning as a sole proprietorship established in 1948, YHI has evolved into a recognized distributor of high quality automotive and industrial products, and a familiar and trusted name in alloy wheels manufacturing as an Original Design Manufacturer of alloy wheels. While we are laser-focused on profitability, we also see our purpose to add value to employees, customers, suppliers, shareholders, community and society as a whole, and operate from deep beliefs and values. We manage downturns differently from the norm.

Guided by eight corporate core values of teamwork, mutual respect, integrity & honesty, quality of work, commitment, customer focus, innovation and continuous improvements, we are unequivocally resolute to put them into practice irrespective of the situation. We have to establish a sense of accountability among us that our employment is an opportunity, not an entitlement. The challenges ahead of us are to think of what is unique about our business that allows us to do things differently from competitors, to create a mindset of entrepreneurship that leverages upon unique resources and relationships.

To be differentiated from our competitors and be successful in this immensely competitive market today, critical key factors are "Brand Building" and "Kaizen".

In line with our aim to develop YHI into a global brand name, strategic efforts to build YHI's proprietary brand of alloy wheels – Advanti Racing – into an internationally recognized and preferred brand have intensified to propel YHI's next quantum leap – to be the Market Leader in After-market worldwide where "The World is our Market". Our successful marketing strategies executed in the past few years have cumulated in Advanti Racing being made an official partner of Formula One team, Scuderia Toro Rosso of Red Bull Management for the seasons 2008 to 2010.

Not only 2008 was a successful year for brand building for Advanti, 1st and 2nd quarter in 2009 have seen Advanti's strong presence highlighted by active participation in two...
international automotive exhibitions and F1 racing – Tyre Expo Asia in Singapore (24 – 26 March), Shanghai International Motor Show (20 – 28 May) and F1 Shanghai Grand Prix (19 April).

2009’s marketing programs are strategized to be in line with the tagline “Advanti Lifestyle”. Advanti wheel is no longer appealing to just motorsports enthusiasts, but also to all who enjoy a trendy and modern lifestyle and use their cars as one of the means to express their unique personalities. With the aim of making news of Advanti available to all, creative marketing and branding programs are constantly in place, pushing the world of Advanti closer to all.

During the recent YHI Group Wheels Conference held in Shanghai on 25 April which was attended by more than 40 representatives from various subsidiaries of the YHI Group, our Group Managing Director, Mr Richard Tay, opened the Conference outlining the importance of continuous efforts on strengthening global Advanti brand awareness and quality assurance. He highlighted the importance of bringing the Advanti brand worldwide by engaging in alloy wheels’ “tailor-made” policy. “Tailor-made” policy requires personal touch and understanding towards consumers’ behavior so that our alloy wheels’ designs are based on customers’ preferences and customized according to different market segments worldwide.

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YHI Manufacturing Group has started “Kaizen” by learning the best practices from Enkei and YHI Distribution Group will implement “5S and improvement” with YHI HQ in Singapore as a start. By following the Kaizen approach, YHI can indeed achieve an organized work place and develop disciplined employees. Harnessing the appropriate skills of our employees to further improve our competitiveness can greatly contribute towards the growth of our business, homogenize the working culture and measure all possible metrics to attain the best results.

Though globalization has created new complexities in every industry and YHI is not spared, we are confident in sustaining our growth if we strongly believe in constant changes for better improvement.

Let’s move forward together to the next era with new strategies and unique approaches!
“品牌建设”和“改善”是促使我们有别于竞争对手，并且能够在当今竞争激烈的市场中取得成功的关键因素。

为实现将友发发展成为一个全球品牌的目标，我们需采取战略让友发的铝合金轮毂专有品牌“雅泛迪”成为一个国际公认的首选品牌，友发在成长的里程碑上更顺利至另一领域 - 实现“世界为我市场”的愿景，成为全球售后服务市场的领头羊。过去数年，我们执行的营销策略，成功地为雅泛迪奠定了品牌基础，并成为了F1车队、红牛二队自2008年至2010年的官方合作伙伴，创下了更牢靠的产品形象。

2008年不仅是雅泛迪品牌建设成功的一年，2009年第1和第2季度也不例外。在此期间，友发参加了两个国际汽车展展以及F1赛车－新加坡举办的亚洲轮胎博览会（3月24日- 26日），上海F1赛车（4月19日），上海汽车展（5月20日至28日），让世界各地得以目睹并感受到雅泛迪产品的强烈阵容。

2009年的营销策略主题是提出“雅泛迪”融入日常生活，意即雅泛迪轮毂不再只是赛车爱好者的迷恋，同时也会是那些享受时尚和现代生活、把汽车视为另一种表达自己独特个性方式之一的普通人群所爱。为了关于“雅泛迪”产品的消息传遍天下，有创意的营销手段和品牌推广计划陈出不穷，让世界每一角落的人群都能及时感受到“雅泛迪”。

来自友发集团各个公司的40多名代表参加了4月25日在上海召开的友发集团轮胎会议。会上，集团董事长郑添和先生开幕致辞，概述了必须继续努力加强全球雅泛迪品牌意识和质量保证的重要性。他强调，必须实行铝合金轮圈“量身定做”的政策把雅泛迪品牌推向全球，“量身定做”的政策要求全面接触和了解消费者的行为，从而使我们能够根据客户的喜好和全球各地的市场领域特色进行铝合金轮毂的款式设计。

2009年无疑是另一个深具挑战的一年，当前友发面临的最大的挑战就是如何应用和执行变革程序。面对越来越激烈的业务竞争，不断提高质量和生产力也就成为了友发业务管理刻不容缓的急事，这是无可置疑的。这也是引入“改善”活动，让“改善”理念在管理中发挥着至关重要的作用的主要原因。“改善”是日本哲学理念，中心思想是提倡不断改善生活的各个方面，一方面将此“改善”理念发挥到淋漓极致时，就能从生产到管理、从总裁到装配线工人，不断提高企业中所有功能的效率，通过提高标准化和过程，“改善”旨在消除浪费、提高质量、降低运营成本并提高运营效率。

友发集团轮胎部从汽车企业那里学了“改善”的最佳方法并开始了“改善活动”；在新加坡友发总部的带动下，友发集团轮胎销售部也将实施“5S和改善”。按照“改善”办法，友发确实可以把工作场所变得井然有序和培养遵守纪律的员工。提高员工的素质和提升我们的竞争力。业务才能大大增长，良好的工作风气才能长，才有办法评估所有可能性以达到最好的结果。

全球化结果虽然让每一个行业变得百般复杂，友发也不能例外，但是如果我们坚持不改做更好的改善，我们有信心继续成长。

让我们以新战略和独特方法共同迈进并创造另一个时代的新纪元！
The F1 Shanghai Grand Prix race held on 19 April provided YHI the perfect opportunity to publicise Advanti Racing as the official partner of F1 race team Scuderia Toro Rosso. The latest alloy wheels’ designs from our 2009 Advanti Racing, OZ and Enkei range were showcased to the enthusiastic and receptive crowd of spectators and motor enthusiasts who visited our display booth. The star attractions were the display of the limited edition of Advanti Racing’s commemorative F1 wheel and OZ X-Line wheels. Of the 999 sets of limited edition wheels, only 65 sets are made available to the China market.

Undoubtedly, the Shanghai International Motor Show 2009 held in May was the most anticipated “show of the year” for automobile manufacturers with a record turn-up of visitors surpassing the 600,000 mark. YHI made its presence felt with its classy two-storey exhibition booth showcasing premium alloy wheels brands against a backdrop of F1 racing scenes.

Advanti Racing’s partnership with STR in the F1 races was highlighted with the display of the forged magnesium Advanti F1 wheels used during the races. It was not hard to attract visitors to preview Advanti Racing latest original wheels’ designs with the most popular being SH10, SH11 and S910. OZ’s premium line of wheels are well known by car enthusiasts, Enkei wheels are the trendsetters while Konig’s wheels exude American ruggedness.

Since the Media Day on 20 May till the last day of the show on 28 May, YHI booth proved to be a hot crowd-puller whereby many visitors and car enthusiasts met with our friendly sales personnel to exchange feedback and enquires relating to our wide array of alloy wheels’ designs. YHI is confident that the positive response from the show will serve as a platform for our growth in tandem with that of the China car market.
Advanti Racing USA
“Hits the Streets!!”
美国雅泛迪
“走入大街小巷！”

Working hard to capitalize on a good SEMA 2008 showing, Advanti Racing USA has been invited to present its new products at many of the US’s largest distributors.

Events such as the one pictured in Ft Lauderdale, Florida launched the brands and created real “street-level” desire. The distributors and their retailers have shown a lot of interest and excitement towards the new Advanti Racing Wheels.

From Ken Ruff, President of Good Roads Inc: “We carry the best brands in the world and we’re glad to have Advanti Racing, Lowenhart, and the Riverside brands in our line. They offer some great styles and good quality. We’re hoping to have a very good year with the program Advanti has laid out.”

The goal for Advanti Racing USA is to get its products into as many hands as possible within the shortest time. From the Managing Director, Kelly Austin, “With the economy having its issues less wheels are coming off the shelf making a debut program even harder than usual. Being invited by the best and largest distributors is a big bonus to help us have a positive impact on the US market.”

2008年在SEMA展的努力和投入终于有了回报，美国雅泛迪已被许多美国分销商邀请去展示他们的新产品。

在佛罗里达州劳德代尔堡做的品牌推广活动，使雅泛迪轮圈真正走进街头，分销商和零售商已经表现出了极大的兴趣和热情迎接新的雅泛迪轮圈。

Good Roads Inc公司的总裁肯拉夫先生说，“我们经营世界上最好的品牌,很高兴增加了雅泛迪、Lowenhart、以及Riverside品牌。这些品牌有其独特的风格和优良品质，我们希望雅泛迪产品能带给我们一个好年头。”

美国雅泛迪的目标是将产品在短时间内推销给尽可能多的消费群体。执行董事凯瑞奥斯汀坦言，“由于经济原因，像行业的轮圈纷纷下架。在这个时候雅泛迪轮圈登上舞台无疑比平常更具有难度。现在我们也看到和最大的分销商邀请是一个很大的荣幸，这样可以帮助我们更积极地主攻美国市场。”

KONIG AT TRADE SHOWS

As part of its aggressive marketing plans to reach out to more customers, Konig has so far participated in three trade shows in the first quarter of 2009.

Held between 21-22 February, the Keystone Big Show, which was organized by Konig’s largest distributors, Keystone Automotive, had brought together all Keystone’s customers to preview the products they distribute. Besides industry players from the United States, this highly successful event had also attracted high volume of human traffic from Canada.

The Goodroads Show (East Coast) and Goodroads Show (West Coast) which Konig had participated on 22 January and 26 February respectively, provided an ideal marketing platform to introduce Konig’s latest wheels’ designs to the crowd.

With its designs standing out amongst all the other brands of alloy wheels during the trade shows, the response towards Konig wheels has been very positive. Moving forward amidst the challenging economic conditions, Konig will continue to implement new ways to communicate with their customers more frequently as well as assisting their retailers through improvement in advertising and marketing materials.

在2009年的第一季度，作为市场营销计划的一部分，Konig积极参与了3个贸易展，努力争取更多的客户。

2月21日至22日，Konig参加了由最大分销商Keystone举办的展览会。该展会汇集了Keystone所有大客户到来参观他们经销的产品。除了来自美国的业内人士外，这一高度成功的活动也吸引了许多来自加拿大的访客。

Konig于1月22日和26日分别参加了Goodroads展（东海岸）和Goodroads展（西海岸），向公众介绍Konig最新轮圈的设计提供了一个理想的营销平台。

在这些展览中，Konig的款式在其他品牌铝合金轮圈中脱颖而出，公众反应也非常踊跃。面对具有挑战性的经济环境，Konig将继续完善与加强和客户的沟通方式，以及通过广告和营销手段的改善来协助他们的零售商。
The YHI Best Company Award 2008 was presented to YHI (Malaysia) Sdn Bhd. An annual award which gives recognition to the winning company within the YHI Group for its outstanding financial performance in terms of budget achievement, sales & profitability growth, sales & profitability per headcount as well as working capital management, it is the third time that YHI (Malaysia) has won this coveted award.

Congratulations to Mr Lee Teck Hock, General Manager and his team at YHI (Malaysia) for bringing home the YHI Challenge Trophy once again!

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YHI (Singapore) participated in the Tyre Expo Asia 2009 held at Singapore Changi Expo, Hall 2 from 24 -26 March.

YHI took this opportunity to showcase its wide array of tyre brands such as Neutron, Achilles, Strada, Corsa, Deestone and BKT, alloy wheels brands such as YHI’s proprietary brand, Advanti Racing as well as OZ and Enkei. As for batteries, Fiamm and YHI’s proprietary brand, Neuton Power were displayed.

Freebies such as Neutron highlighters, Neutron notepads, Advanti and Enkei pens were given to visitors to our booth.

Amidst the tough fight among all exhibitors, YHI is proud to win a Silver Award in the Creative Stand Design 2009 Competition.

An appreciation dinner was held on 25 March at the Quarubar, Dempsey Road, to welcome all our overseas guests to Singapore.

3月24日-26日，友发（新加坡）参加了在新加坡会展中心2号馆举行的2009年亚洲轮胎展。

友发借此机会展出了许多轮胎品牌，如Neutron，Achilles，Strada，Corsa，Deestone和BKT，还有铝合金轮圈品牌，包括友发的自有品牌“雅泛迪”以及OZ和Enkei，除此之外还有友发的自有电池品牌“Neutron”和Fiamm的展出。

所有到我们展位参观的观众都获得了免费赠品，如Neutron荧光笔，Neutron记事本，雅泛迪和Enkei笔等。在所有参展商的激烈竞争中，友发很高兴地赢得了2009年展位设计创意银奖。

3月25日在登普西道的Quarubar，举行感谢晚宴，欢迎所有来到新加坡的外国嘉宾。

Tyre Expo Asia 2009
YHI (Singapore)/Yokohama’s Dealer’s Award Presentation Dinner 2008/2009 was held on 18 April at Grand Copthorne Hotel, Grand Ballroom One. This annual event is held in appreciation of our top dealers in Singapore. Recognitions were given to Top 20 Dealers and one Most Distinguish Dealer.

In addition, 1.5 Million, Million, Three Quarter Million and Half Million Dollar Awards were also presented. This year, a new award – “YHI Prestige Partner” was also given to dealers who achieved one million dollar and above purchases. The award recipients for “YHI Prestige Partner” are LS Tyres & Automotive Pte Ltd, Ray-S Sport Rim Centre and Beng Heng Tyres & Batteries Services.

In addition, a new award category, Top UHPT dealer was also presented to Ray-S Sport Rim Centre. This is to recognize a dealer who purchased the most 17” and above Yokohama tyre.

Guests from Japan, Mr. Takaharu Fushimi, General Manager of Tire Overseas Sales & Marketing Department, The Yokohama Rubber Co. Ltd, Mr. Takashi Fujino, Director of Yokohama Asia Company Ltd and Mr. Takashi Matsui, Corporate Officer of Sanko Progress Mabis Corporation joined Mr Tay Tiang Guan, Executive Director of YHI to grace this event.

Besides the sumptuous dinner, guests were entertained by many fabulous performances, such as the Chinese traditional acts of “face change” and “robe change” and singing segment. Table games and lucky draws were held at intervals throughout the night amidst the celebratory mood.

2008/2009年友发（新加坡）/横滨的经销商颁奖晚宴于4月18日在大同会厅举行。一项一项的奖项在于表彰对我们新加坡最佳经销商的感激之情。会上颁发了20位最佳经销商奖和一位最突出经销商奖。

此外，还颁发了150万，100万，75万和50万大奖。今年还设立了一个新的奖项—“友发优良伙伴”奖给那些采购额达到100万以上的经销商。“友发优良伙伴”奖的得主是LS轮胎与汽车有限公司，Ray-S运动轮胎中心和Beng Heng轮胎与电池服务中心。

此外，一个新的奖项类别，最佳UHPT经销商也颁给了Ray-S运动轮胎中心。这项奖项是为了那些购买了17”及以上横滨轮胎最多的经销商设立的。

晚会嘉宾包括来自日本横滨橡胶有限公司，轮胎海外销售及市场部的总经理顶尖坐位先生。横滨橡胶有限公司执行董事藤野先生，和三井资本株式会社的负责人松井隆先生，以及友发执行董事郑添源先生为此次活动增色不少。

除了豪华的晚宴，还有许多招待客人的精彩表演，如传统的“变脸”和“变长椅”节目和舞蹈表演。晚会间隔进行的桌牌游戏和抽奖活动把整个晚上的庆祝气氛推向了高潮。

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<th>TOP 20 DEALERS AWARD 2008/2009</th>
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<td>2. RAY-S SPORT RIM CENTRE</td>
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<td>8. HUP LEE TYRE &amp; BATTERY CO. PTE LTD</td>
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<td>9. TEH GUAN TRADING</td>
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<td>10. LEE BENB TYRE &amp; BATTERY</td>
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<td>13. NEW HOE SENG TYRE &amp; BATTERY SERVICE</td>
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<td>15. YAP BROTHERS MOTORSPORTS PTE LTD</td>
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<td>16. HOCK THYE SENG CO PTE LTD</td>
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<td>19. GATEWAY-RIKEN TIRES PTE LTD</td>
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In line with our Group Managing Director’s direction for an all out push for a comprehensive implementation of the 5S + Kaizen Campaign throughout YHI Group of Companies in year 2009, YHI offices in Singapore, Taiwan and our manufacturing plant in Malaysia have embarked on their 1st 5S Audit in April and May.

Through acquiring the expertise and best practices from our long-time working partner, Enkei, as well as YHI factories in Shanghai and Suzhou, staff in YHI (Singapore), YHI (Taiwan) and YHI Manufacturing (Malaysia) embarked on a series of 5S + Kaizen activities within a limited time frame.

With the firm belief that all improvement efforts are heavily dependent on the quality of “people” and team cohesiveness, there are prominent displaying of motivational slogans at the work premises to act as constant reinforcement, conducting of Company-wide 5S trainings as well as advocating team based results competition.

During the process of preparing for 5S Audit, it was evident that staff of all levels collectively join in to carry out spring-cleaning exercise, brainstorm ways to reduce waste and improve productivity, enhance the conduciveness of the workplace etc. On the actual day of the audit, the panel of auditors, including our Group Managing Director, Mr Richard Tay, was amazed by the palpable transformation! The cleanliness and tidiness of the workplace have not only improved, but also beautified! Such improvement driven exercise has indeed created a more forward-looking YHI corporate culture.

With such encouraging results coupled with the positive spirits of staff members, we are confident that YHI’s drive towards 5S + Kaizen to improve our overall quality and competitiveness will put us in good stead when the economy recovers.

2009年的4月和5月，为推广集团董事长在集团内发起的“5S+改善运动”，YHI新加坡、台湾和马来西亚工厂展开了首个5S审调。

通过向我们的长期合作伙伴—Enkei学习，以及吸取了友发上海和友发苏州的经验和方法，友发（新加坡）、友发（台湾）和友发铝业（马来西亚）的员工，在有限的时间内，着手进行了一系列的“5S+改善活动”。

我们坚信，所有的改进很大程度上依赖于人的素质和团队的凝聚力。因此，我们在工作场所挂上了醒目的标语牌，以激励员工不断进取，而且在公司范围内举行SS培记，并提倡团队竞争。

在“5S+改善运动中”，很明显，全体员工都行动起来，不仅进行春季大清扫，而且集思广益，以减少浪费和提高生产力、增强工作场所的时效性等。在SS检查时目，检查小组，包括我们的集团董事长郑添和先生对如此显著的转变感到惊讶不已。工作场所的清洁和整洁工作不仅得到改善，而且得到了美化。这种改进证明了这项运动确实创造了一个前瞻性的友发企业文化。

有了这些令人鼓舞的成绩，再加上员工积极向上的精神，我们相信，友发推动的“5S+改善运动”将能进一步提高我们的整体素质，等到经济复苏时，我们会更具有竞争力。
The Yokohama Rubber Co., Ltd has announced the release of a new sport tyre in its global flagship brand “ADVAN” line, the “ADVAN NEOVA AD08”. Ranging from 15 to 19 inches, the ADVAN NEOVA AD08 represents a model change after six years from highly acclaimed ADVAN Neova AD07 sport tyre.

Maintaining the basic concept that has characterized all previous models such as being the fastest and most rewarding to drive sport tyre other than a semi slick tyre, the ADVAN NEOVA AD08 was developed to be the strongest ADVAN street tyre as close as could be to the tyres seen on the track. Combined with an impressive ability to hold the target line through sustained high-speed cornering on dry surfaces, all the expected performance criteria, control and stability, grip on wet surfaces, wear and uneven-wear resistance and more are balanced to a high degree.

Journalists from Singapore, Malaysia and Indonesia were invited to join media from China, Taiwan, Hong Kong, Philippines and Thailand in the test driving and launching of ADVAN NEOVA AD08 at the Bira International Racing Circuit in Pattaya, Thailand on 28 to 30 April. Comparison was illustrated and demonstrated between ADVAN Neova AD07 and AD08 during the powerpoint presentation as well as test driving session at the circuit and the latter is superior in all ways.

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All participants were given Yokohama goodie bags containing Yokohama caps, keychains, S.Drive car air fresheners, Advan T-shirts and Advan mugs as souvenirs.

Yokohama banners were placed along the racing track to enhance brand awareness and a group photo was taken to mark the end of another successful and enjoyable track day.

3月2日友发（新加坡）赞助在雪邦国际赛车场(马来西亚F1赛车场)举办的SG Tracksies赛车日活动，大约40辆粘满了横滨、OZ、Enkei和雅泛迪贴纸的汽车参加了此次赛事。

所有参与者都获得一个里面装有帽子、钥匙扣、“S驱动”汽车空气清新剂、Advan T-恤衫和Advan杯子的横滨礼品袋，作为纪念品。

整个赛道上飘扬着横滨的旗帜，以此提高品牌知名度，拍摄集体合影照后宣告了另一个成功和愉快的赛车日的结束。

ADVAN NEOVA AD08 保持了以前所有款式的优点。例如除了半光滑的轮胎以外，它是最快和最有利驾驶的运动轮胎，让人刮目相看的是，它将是最强壮的街道轮胎。其强度接近于赛道上赛车的轮胎。AD08，其它预期的性能指标，例如可控制性和稳定性，在湿地上的附着力，耐磨性和不均衡耐磨性等等，都提升到了一个更高的层次。

4月28日至30日在泰国芭堤雅的拉拉国际赛场，举行了ADVAN NEOVA AD08 的试车和媒体发布会，来自新加坡、马来西亚和印尼的记者们联同来自台湾、香港、菲律宾和泰国的媒体，见证了此次发布会。会上展示文稿的方式将Advanc Neova AD07和AD08作了比较说明，加上令人满意的实际试车结果，证明了后者在所有方面都明显优于前者。

YHI (Singapore) sponsored SG Trackies Track Day on 2 March at Sepang International Racing Circuit, home of the Malaysian Formula One race circuit. Approximately 40 cars participated in the event and were decked up with Yokohama, OZ, Enkei and Advanti Racing stickers.

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In line with YHI’s commitment to corporate social responsibility in the local community, YHI (Singapore) sponsored the annual golf competition of Lions Club of Singapore, Jurong held at the Raffles Country Club, the Palm Course on 26 February. Approximately 120 golfers took part in this competition to raise funds for the needy.

Organized by Torque, approximately 40 readers attended the movie screening of the Fast and Furious 4 at the Cathay Cinema on 12 April. The lounge where Torque’s games were held was decorated with Yokohama banners.

Another good branding activity for Yokohama, YHI (Singapore) took this opportunity to give away Yokohama souvenirs such as umbrellas to the winners of the quiz session as well as car fresheners to every participant.

In the movie screening, YHI (Singapore) also gave away Yokohama souvenirs such as umbrellas to the winners of the quiz session as well as car fresheners to every participant.
YHI (Singapore) participated in the Toyota Accessories Warehouse Sale 2009 held on 11 January at Senkee Logistics Hub. This event was widely advertised in Singapore's popular print media such as The Straits Times, Lianhe Zaobao as well as Lianhe Wanbao.

Crowd was seen appearing at the 7th level of Borneo Motors Central Parts Depot as early as 10am. YHI's booth was prominently decked up with eye-catching Yokohama and Advanti banners with Advanti-F1 STR as backdrop. Besides showcasing Yokohama tyres and OZ alloy wheels at the booth, all six Toyota cars on display were also fitted with Yokohama tyres and OZ alloy wheels. Many in the crowd were spotted wearing Yokohama caps given out together with Yokohama pens at the YHI booth.

The event was a huge success with our sales personnel kept busy with the numerous enquiries on our product range and services offered by YHI.
YHI (Singapore) rewarded our supportive dealers with an incentive trip to Beijing, China from 10 to 14 April. The group visited many iconic places, such as the Temple of Heaven, Zhonghua Millennium Memorial, Tiananmen Square, and the Forbidden City, Olympic Stadium ("Bird Nest") and the magnificent Great Wall of China at Juyong Guan.

Our dealers also enjoyed Chinese tea at a local Tea House before having some fun shopping at Xiushui Building & Clothing World. On the last day, the dealers experienced the boat ride to Summer Palace and the Trishaw ride around Hutongs to learn about the culture, history and lifestyle of old Beijing, wrapping up with a thrilling performance by the famous Beijing Kung Fu performers.

Our enthused dealers are looking forward to the next incentive trip with great anticipation.

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Organized by The New Paper, YHI (Singapore) was one of the sponsors of The New Paper SUVival Challenge 2009 to Kuantan, Malaysia from 25 to 26 April. Approximately 130 SUV and MPV owners participated in this event. The event provided an opportunity for Yokohama Geolandar series to be introduced and promoted to this group of 4x4 enthusiasts. All the participating vehicles were decked up with Yokohama and YHI stickers and each participant walked away with a Yokohama goodie bag. It was another successful off road event to promote Yokohama performance tyres.
With the objectives of promoting YHI Corporate Culture, provide opportunities for staff to display their talents as well as foster greater cohesiveness, YHI (Shanghai) held its table tennis tournament in late 2008. There were a total of 30 male and 12 female participants vying enthusiastically for the winning titles in the Men’s and Women’s Individual Categories. After a tough battle, the Champion winner for the Men’s Individual Category was Mr. Wu Rui Zhen while the 1st Runner-Up went to Mr. Xie Guang Xiong. Ms. Lu Hua Ping and Ms. Li Chun Mei won the Women’s Individual Champion and 1st Runner-up titles respectively.

In March, with the support of the Entrepreneur Association in Xin Zhuang Industrial Park, staff of YHI (Shanghai) held its Badminton Tournament at the Badminton Hall in Qun Yi Institute of Technical School. The jubilant cheering and rousing applause from the crowd rooting for their choice players brought out the competitive spirit in one and all and spirits were sent soaring. Mr. Lu Chun Ya, General Manager, Mr. Rao Qiu Tong, Deputy General Manager, Mr. Peter Zeng, Senior Manager, Mr. Steven Peng, Manager and Mr. Xian Jun Tai, Manager displayed their prowess during this event. After pitting their skills against each other for three hours, Mr. Peter Zeng emerged as the Champion for the Men’s Individual Category while 1st Runner-up went to Mr. Xie Guang Xiong. For the Women’s Individual Category, Ms. Lu Hua Ping won the Champion title while 1st Runner-up went to Ms. Wang Wen Juan.

The organization of recreational and sports activities reflects the importance that YHI placed on staff’s personal development as a means to promote and nurture YHI corporate culture. With the fostered team spirit, we are confident that it will bring YHI to new heights!

For the promotion of YHI corporate culture, YHI (Shanghai) held its Badminton Tournament in March with the support of the Entrepreneur Association in Xin Zhuang Industrial Park. Staff members from YHI (Shanghai) displayed their skills and prowess in the men’s and women’s individual categories. Mr. Peter Zeng emerged as the champion in the men’s category while Ms. Lu Hua Ping won the women’s category.

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In line with YHI Group’s direction in dedicating 2009 as an ‘Improvement Year’, YHI (Suzhou) has been actively implementing monthly improvement based training activities. On 17 January, YHI Singapore Head Office’s Deputy General Manager, Group HR, Ms Amy Soo conducted an in-house training on “Attitude is Everything” which stressed the importance of having the right working attitude in the workplace.

On 28 February, Deputy General Manager, Mr Lin Zhen Wei conducted a Production Workflow Training to enable the non-production staff to acquire more knowledge in YHI’s product as well as familiarize themselves with the alloy wheels’ production process. Moving forward, Mr Lin is planning to hold technical training programs in the various processes of alloy wheels production. Organized by the HR Department, 58 staff attended the training session on ‘How to Become an Outstanding Supervisor’ on 30 April. Trainer Mr Sun Lan elaborated on the roles and functions of a supervisor in organizations, production floor management, people management, 5S management, time management, quality control, waste management, management by objectives, safety control as well as communication styles and techniques, team building etc. Supervisors not only mastered the fundamental skills in management, they have also benefited from the true-life examples mentioned during the training.

Through the Company’s wide variety of training activities, YHI aims to create a learning organization, strengthen teams’ quality and upgrade management skills at various levels so as to enhance productivity and sharpen our competitive edge to scale new heights.

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On a sunny Sunday morning on 19 April, members of YHI Recreation Club in Singapore together with their families and friends, gathered enthusiastically to venture into a world away from the hustle and bustle of city life, The Southern Ridges.

The 4.5km chain of green spaces spans from Marang Trail, Mt Faber Park, Henderson Waves, Forest Walk, Alexandra Arch right up to the final destination, the Hort Park – the well-known gardening hub.

After two hours of workout amidst the lush nature and spectacular scenic view of Singapore, everyone emerged with a triumphant smile.

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YHI (SINGAPORE)’S ANNUAL DINNER & DANCE 08/09
友发（新加坡）的年度晚宴08/09

It was a truly enjoyable experience for the staff of YHI (Singapore) who attended the Annual Dinner & Dance held at the Yunnan Garden Restaurant, NTU Alumni Club on 14 March. True to the theme of “Friends of the World”, depicting YHI’s long-term strategy where “The World Is Our Market”, guests and staff were seen donned in national costumes representing 12 countries.

Besides being treated to a host of pre-dinner activities to set the mood going, all were entertained during the dinner with games and performances put up by fellow colleagues as well as a hilarious comedian drawing spontaneous laughter.

Other highlights included the award presentations for long service, Best Employee and Best Company Award and lucky draw segments. The celebrative atmosphere ended with everyone going home with a prize in hand.

2009年3月14日在南洋理工大学生俱乐部云南餐厅内，对于那些出席友发企业俱乐部（新加坡）私人有限公司周年晚宴的员工来说，这是一次快乐至极的经历。晚会的主题是“世界之友”，来宾和员工身着代表12个国家的民族服装，正应了友发的长远战略—“世界为我市场”，晚会主题与策略口号正好相得益彰。

晚会前的一些活动犹如一道道开胃菜，将大家的热情提起来。等到正式晚宴时，所有人都开心地观赏同事们表演的节目，还有令人捧腹的滑稽演员表演的小品，把观众们逗得时不时地爆发出欢笑声。

晚会的重头戏当属颁奖典礼：包括长期服务奖、最佳员工奖和最佳公司奖，还有令人激动的幸运抽奖。当晚每个人都得到奖品，晚会喜庆的气氛久久不能散去。

在阳光明媚的4月19日周日上午，新加坡友发企业俱乐部成员带领他们的家人和朋友，聚集在一起，兴致勃勃地向一个远离喧嚣城市生活的世外桃源出发—南部山脊。

4.5公里长的绿地从马闻小径开始，途径花柏山公园，信德申波浪桥，丛林小径，亚历山大拱桥，一直到最终的目的地—园艺园林，一个众所周知的园艺中心。

经过两个小时的徒步旅行，大家都陶醉在青翠的自然当中， 深切感受壮观的自然景色，脸上洋溢着胜利的笑容。

徒步南部山脊
Tradition meets modernity – YHI International (Taiwan)’s latest outstanding Fin Type Design – F9002. Sporty and dynamic - these are the striking characteristics that you will not miss.

Manufactured to the highest quality with stunning colouring finish, this is a statement of perfection.

Race Fin 2 (S911)

YHI Manufacturing (Shanghai)’s Race Fin 2 (S911) was conceptualized after the big success of Race Fin 1 (SH10). Featuring strong, sleek spokes like its predecessor, Race Fin 2 also carries on the tradition of undercut with coloured line. The significant difference is the embossed “Advanti Racing” wordings surrounding the centre of the wheel.

This evergreen Advanti 5 spokes’ design is available in 15 & 16 inch. Its deep lip style adds a sporty charm to the fitted vehicles. The embossed polished Advanti logo on the spoke gives an exclusivity look to the wheel. So contact YHI Manufacturing (Malaysia) now!

M8545

This Advanti design from YHI Manufacturing (Malaysia) is truly a racing breed wheel. It comes in 17x8.0 and 17x9.0 with aggressive offset of +15 - 35, giving racer a wide options to choose for different sizes of racing tires.

M8535

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