

TOYO TIRES™

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PRESS RELEASE

March 19, 2008

TOYO TIRE & RUBBER CO., LTD. Promotes
President & CEO of Toyo Tire U.S.A. Corp., Masaharu Yoshimoto,
to the Position of Senior Corporate Officer

CYPRESS, CALIFORNIA -- TOYO TIRE & RUBBER CO., LTD. of Osaka, Japan, announces the promotion of Masaharu Yoshimoto to the position of senior corporate officer beginning April 1, 2008. Currently a corporate officer for the company, Mr. Yoshimoto is also president & CEO of Toyo Tire U.S.A. Corp. (TTC), a position he has held with the Cypress, California-based company since July 2005.

Mr. Yoshimoto joined TOYO TIRE & RUBBER CO., LTD. in April 1972. During his tenure with the company, he has worked in several world markets including the United States, twice, and Australia, where he ascended to managing director and CEO of Toyo Tyre & Rubber Australia Limited in June 2001. He served in that position until his appointment as senior vice president of TTC in February 2005.

“Masaharu Yoshimoto is a 36-year veteran of Toyo with extensive experience including his current position as leader of Toyo Tire U.S.A., our largest overseas market,” said Shozo “Carlos” Kibata, executive corporate officer, TOYO TIRE & RUBBER CO., LTD./president and CEO, Toyo Tire Holdings of Americas Inc. “His promotion to senior corporate officer will help to further guide the Toyo brand as it continues to expand worldwide.”

Under Mr. Yoshimoto’s direction, TTC has continued to experience double-digit sales increases now spanning six of the last seven years. The United States remains a target of TOYO TIRE & RUBBER CO., LTD for continued growth and expansion in replacement tire sales.

To learn more about *Toyo®* and its full line of tire products, log on to *toyo.com*.

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About Toyo:

Toyo® has been making tires for more than 60 years and currently stands as the 11th largest manufacturer of its kind in the world. Worldwide Toyo distribution covers the United States, Western Europe, Japan, Asia, Mexico, Canada and Australia.

In the US since 1966, Toyo Tire U.S.A. Corp. distributes exclusively to independent tire dealers and can be found in approximately 2,000 retail locations nationwide. A loyal dealer and consumer base has contributed to annual sales growing at double-digit rates for six out of the last seven years.

With a focus on premium tires, Toyo manufactures and distributes a complete line of replacement tires for high performance cars, luxury vehicles, light trucks and SUVs as well as tires for commercial trucks, buses and off-road and construction applications.

The company has created partnerships with many high profile sports and lifestyle organizations such as Ultimate Fighting Championship, Pac-10 men's basketball, National Hot Rod Association (NHRA), Championship Off-Road Racing (as seen on NBC) and Sports Car Club of America.

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