

Business Performance for the First Quarter of the year ending March 31, 2011

Aug, 3, 2010

TOYO TIRE & RUBBER CO., LTD.

Major Topics

1. Consolidated Business Results for the First Quarter of the Year Ended March 31, 2011 (FY2010)
2. Consolidated Business Forecast for the First Half of the Year Ending March 31, 2011 (FY2010)
3. Consolidated Business Forecast for the Fiscal Year Ending March 31, 2011 (FY2010)
4. Supplemental Information on Business Results and Forecasts

The forward-looking statement contained in these business forecasts and plans are based on information available at the current time and may contain potential risks and uncertainties.

Therefore, please keep in mind that actual results may, due to a variety of factors, differ from those expressed in the forward-looking statements.

Consolidated Business Results :

Unit Sales improved 16% due to demand recovery.

Income significantly gained due to the achievement of sales growth, cost rationalization and structural reforming.

(Unit : Millions of yen)

The First Quarter (Apr. 1 ~ Jun. 30)				
		FY 2010	FY 2009	(Yr.-on-Yr.)
Net Sales		72,162	62,373	115.7 %
Operating Income		2,612	(3,054)	—
Ordinary Income		1,399	(2,943)	—
Net Income		743	(2,620)	—
Exchange Rate	US\$	93 Yen	97 Yen	(4 Yen)
	Euro€	120 Yen	132 Yen	(12 Yen)

Results by Business Segment

(Unit : Millions of yen)

The First Quarter (Apr. 1 ~ Jun. 30)				
		FY 2010	FY 2009	(Yr.-on-Yr.)
Tires	Net Sales	53,089	47,151	112.6%
	Operating Income	1,995	(2,489)	—
DiverTech	Net Sales	19,054	15,199	125.4%
	Operating Income	605	(576)	—
Other	Net Sales	17	21	—
	Operating Income	23	23	—
Elimination & Corporate	Operating Income	(11)	(11)	—

Unit Sales does not include Intersegment. Elimination & Corporate includes elimination of intersegment, corporate expenses which are attributable principally to headquarters are not allocated to segment.

Results for the first quarter of FY2009 modified to meet Business Segment FY2010 classified.

Result by Geographic Area

(Unit : Millions of yen)

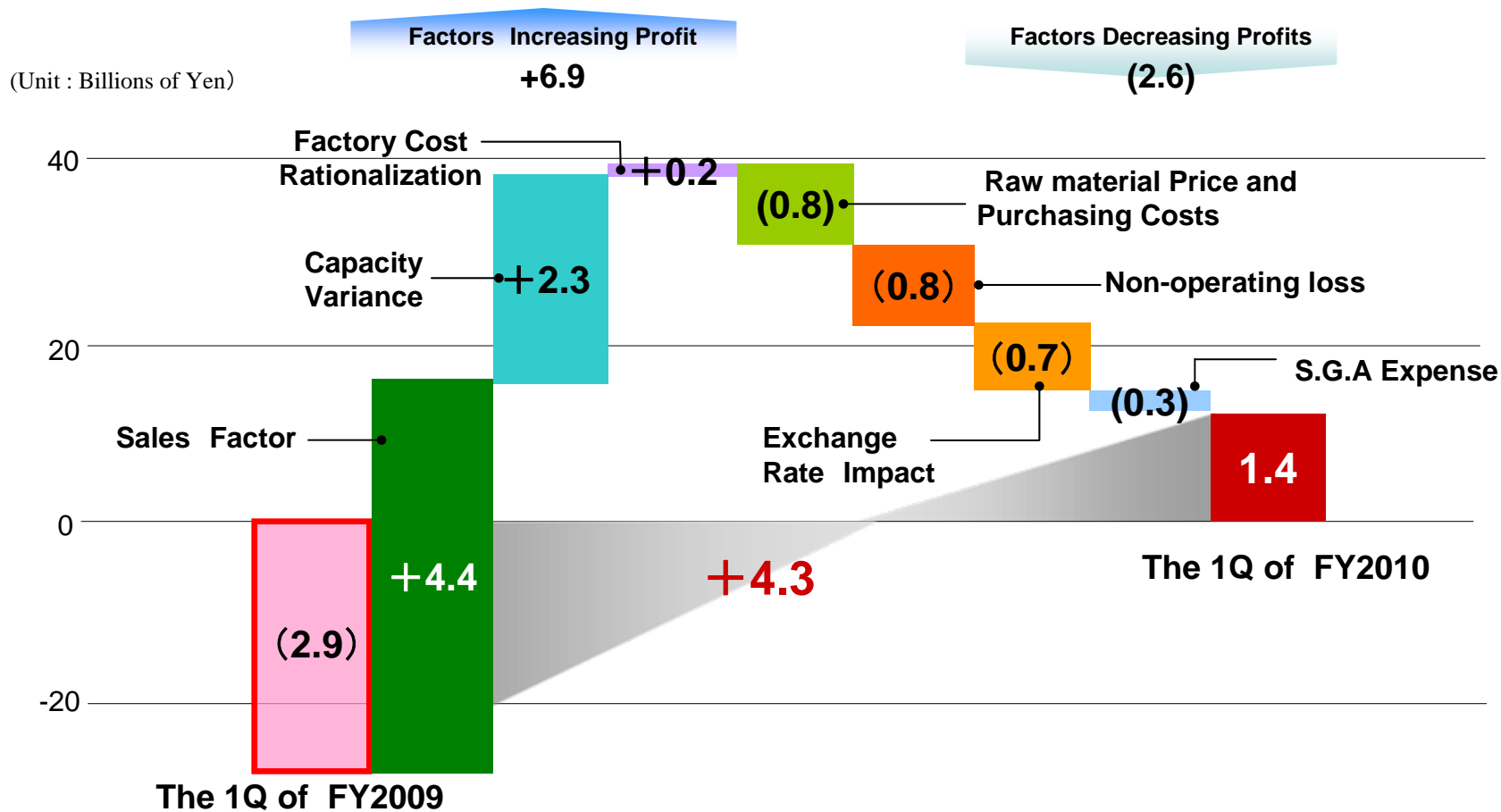
The First Quarter (Apr. 1 ~ Jun. 30)				
		FY 2010	FY 2009	(Yr.-on-Yr.)
Japan	Net Sales	37,800	33,431	+4,369
	Operating Income	1,188	(3,792)	+4,980
North America	Net Sales	23,249	19,992	+3,257
	Operating Income	1,086	35	+1,051
Others	Net Sales	11,112	8,949	+2,163
	Operating Income	593	283	+310
Elimination	Operating Income	(256)	420	(676)

※Net sales do not include intersegment sales and transfer amounts.

1.Consolidated Business Results for the First Quarter of FY2010 (4)

Factors contributing to the change in ordinary income (Year-on-Year) (Unit :Millions of Yen)

The First Quarters of FY2009	the First Quarters of FY2010	The Changes in Ordinary Income
(2,943)	1,399	+4,342



2.Consolidated Business Forecast for the First Half of FY2010 (1)

Consolidated Business Forecasts :

Expected to continue steady demand after the second quarter, Income revises upward than original expected

(Unit : Millions of yen)

		Forecast for the First Half of FY2010	Results for the First Half of FY2009	(Yr.-on-Yr.)	Previous Forecasts Released 2010/5/10
Net sales		141,000	129,609	108.8%	141,000
Operating Income		3,900	(1,300)	—	3,100
Ordinary Income		2,400	(1,232)	—	1,900
Net Income		1,000	(1,976)	—	800
Exchange Rate	US\$	90 Yen	96 Yen	(6 Yen)	90 Yen
	Euro€	115 Yen	134 Yen	(19 Yen)	120 Yen

2.Consolidated Business Forecast for the First Half of FY2010 (2)

Forecast by Business Segment

(Unit : Millions of yen)

		Forecasts for the First Half of FY2010	Results for the First Half of FY2009	(Yr.-on-Yr.)	
Tires	Net Sales	102,700	96,001	107.0%	106,000
	Operating Income	2,800	(1,235)	—	2,400
DiverTech	Net Sales	38,100	33,579	113.5%	35,000
	Operating Income	1,100	(85)	—	700
Other	Net Sales	200	28	714.3%	—
	Operating Income	(0)	54	—	—
Elimination & Corporate	Operating Income	—	(34)	—	—

Previous Forecasts
Released 2010/5/10

Unit Sales does not include Intersegment. Elimination & Corporate includes elimination of intersegment, corporate expenses which are attributable principally to headquarters are not allocated to segment.

Results for the first quarter of FY2009 modified to meet Business Segment FY2010 classified.

2.Consolidated Business Forecast for the First Half of FY2010 (3)

Forecast by Geographic Segment

(Unit : Millions of yen)

		Forecasts for the First Half of FY2010	Results for the First Half of FY2009	(Yr.-on-Yr.)	Previous Forecasts Released 2010/5/10
Japan	Net Sales	76,000	71,250	+4,750	71,500
	Operating Income	1,400	(1,374)	+2,774	1,200
North America	Net Sales	40,500	39,741	+759	47,500
	Operating Income	1,750	331	+1,419	1,600
Others	Net Sales	24,500	18,617	+5,883	22,000
	Operating Income	850	524	+326	850
Elimination & Corporation	Operating Income	(100)	(782)	+682	(550)

※Net sales do not include intersegment sales and transfer amounts.

2.Consolidated Business Forecast for the First Half of FY2010 (4)

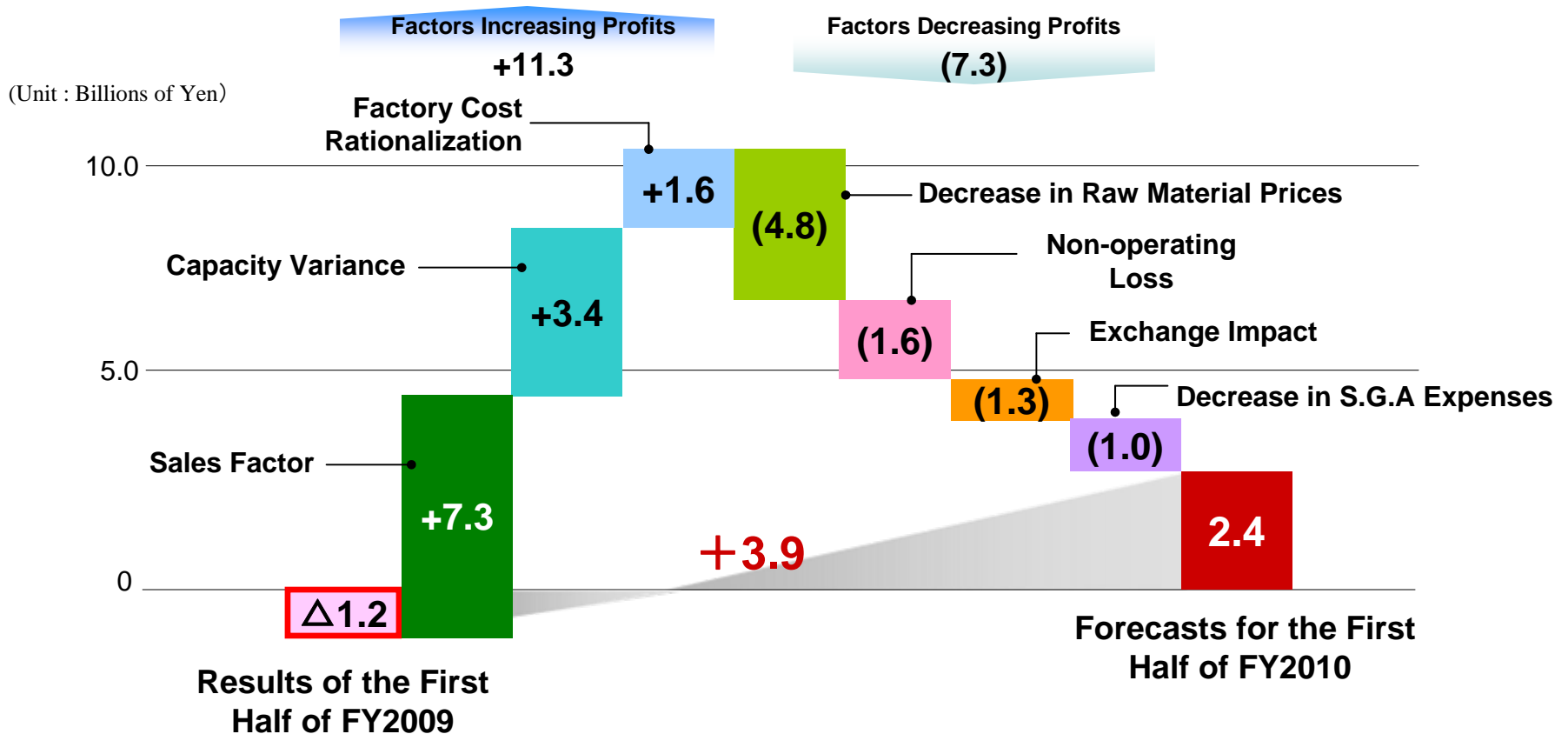
Factors Contributing to the Change in Ordinary Income (Year-on-Year)

(Unit : Millions of Yen)

Results of 1st half of FY2009	Forecast for 1st half of FY2010	Inc. (Dec.)
△1,232	2,400	+3,632

Exchange rate sensitivity
(Impact of 1 yen fluctuation on ordinary income)

- U.S.\$: 0.2 billion yen/year
- Euro: 0.1 billion yen/year



3. Consolidated Business Forecast for the Fiscal Year Ending March 31, 2011 (FY2010)

Consolidated Business Forecast ••• Unchanged original forecast

(Unit : Millions of Yen)

		Forecasts for FY2010	Results of FY2009	(Yr.-on-Yr.)
Net sales		300,000	287,726	104.3%
Operating Income		10,400	8,664	120.0%
Ordinary Income		7,700	8,979	85.8%
Net Income		4,000	2,957	135.3%
Divided (Yen)		5 Yen (planned)	3 Yen	—
Exchange Rate	US\$	90 Yen	92 Yen	(2 Yen)
	Euro€	120 Yen	131 Yen	(11 Yen)

4. Supplemental Information on Business Results and Forecasts (1)

Tires : Sales Volumes by Region (Year-on-Year)

(%)

Region	FY2006	FY2007	FY2008	FY2009	Results for the 1Q of FY2010
Japan	97	99	86	114	116
Overseas Total	105	115	100	96	112
North America	106	114	90	95	104
Europe	109	110	102	87	105
Grand Total	102	108	94	103	113

Change in Tire Production (New Rubber Volumes)

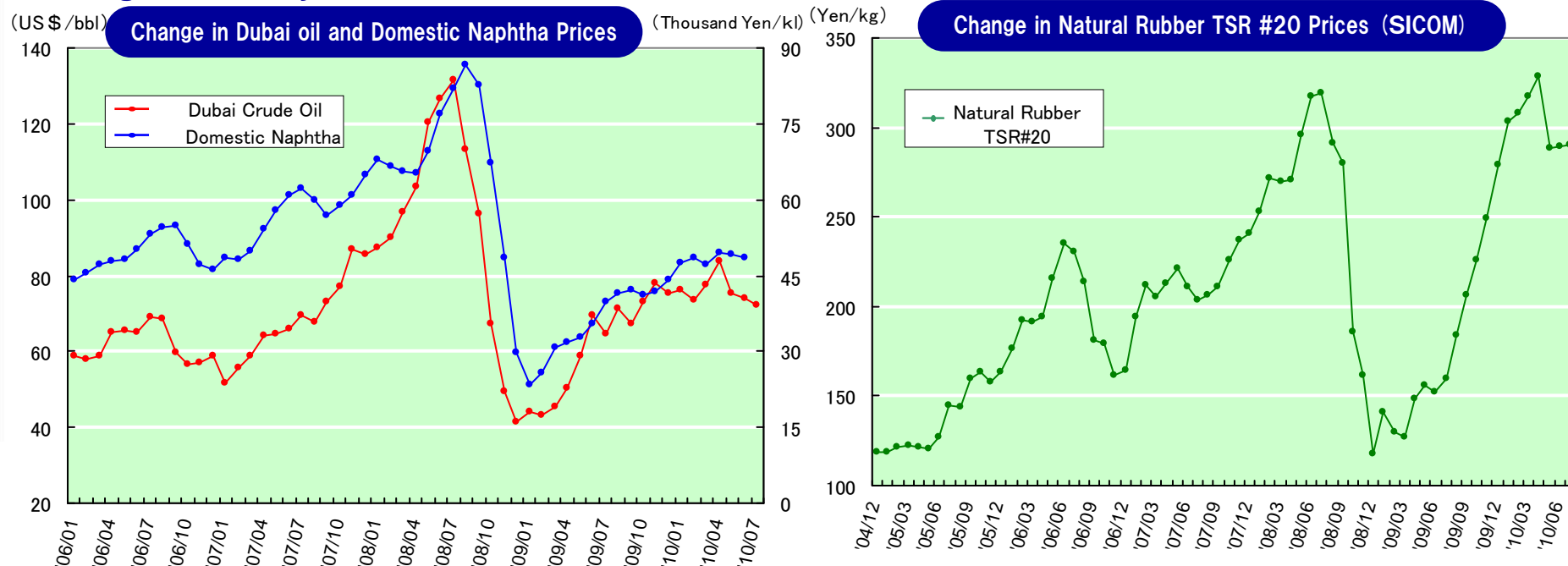
(Unit: 1,000Ton)

Region	FY2006	FY2007	FY2008	FY2009	Results for the 1Q of FY2010
Japan	153.0	156.0	135.9	133.1	37.5
Overseas	31.0	40.0	39.4	34.7	6.2
Total	184.0	196.0	175.3	167.8	43.7

※Production from joint venture companies and outsourcing are included based on the volumes the company has received.

4. Supplemental Information on Business Results and Forecasts (2)

Change in Primary Material Prices



Price Rise and Impact by Primary Raw Material (Ordinary Income Basis)

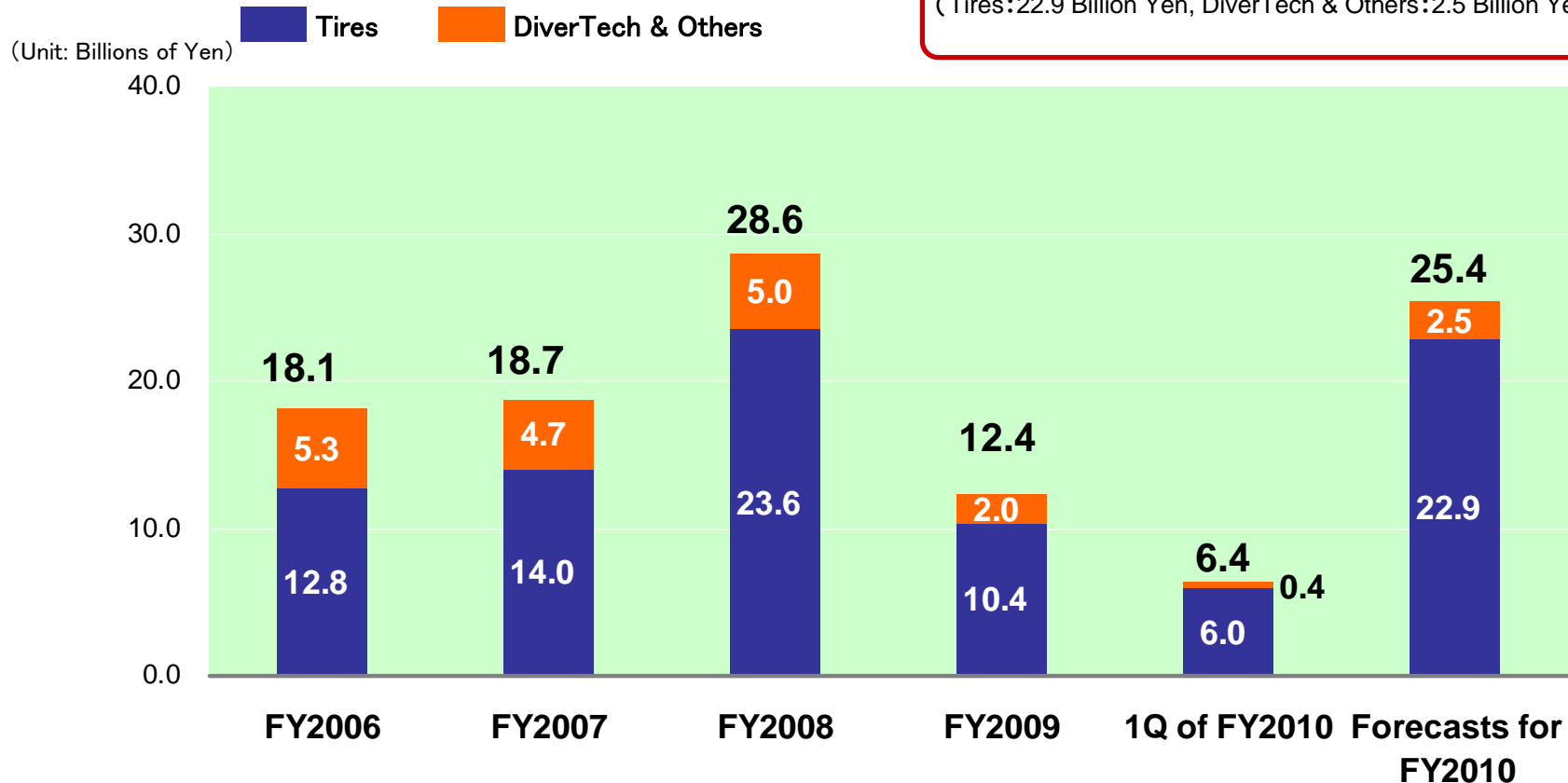
(Unit : Billions of Yen)

Raw Material	FY 2006	FY 2007	FY 2008	FY 2009	1Q of FY 2010
Natural Rubber	(6.4)	(1.5)	(6.2)	+5.2	(1.4)
Product of petroleum (naphtha)	(4.8)	(3.8)	(7.7)	+10.6	(0.9)
Other Raw Materials	(1.2)	(0.1)	(3.0)	+0.1	+1.5
Goods Purchased	(0.8)	(0.7)	(1.8)	+0.6	(0)
Total	(13.2)	(6.1)	(18.7)	+16.5	(0.8)

4. Supplemental Information on Business Results and Forecasts (3)

Change in Capital Investment (Property, Plant and Equipment)

FY2010 Forecasts
Capital Investment :25.4 Billion Yen
(Tires:22.9 Billion Yen, DiverTech & Others:2.5 Billion Yen)



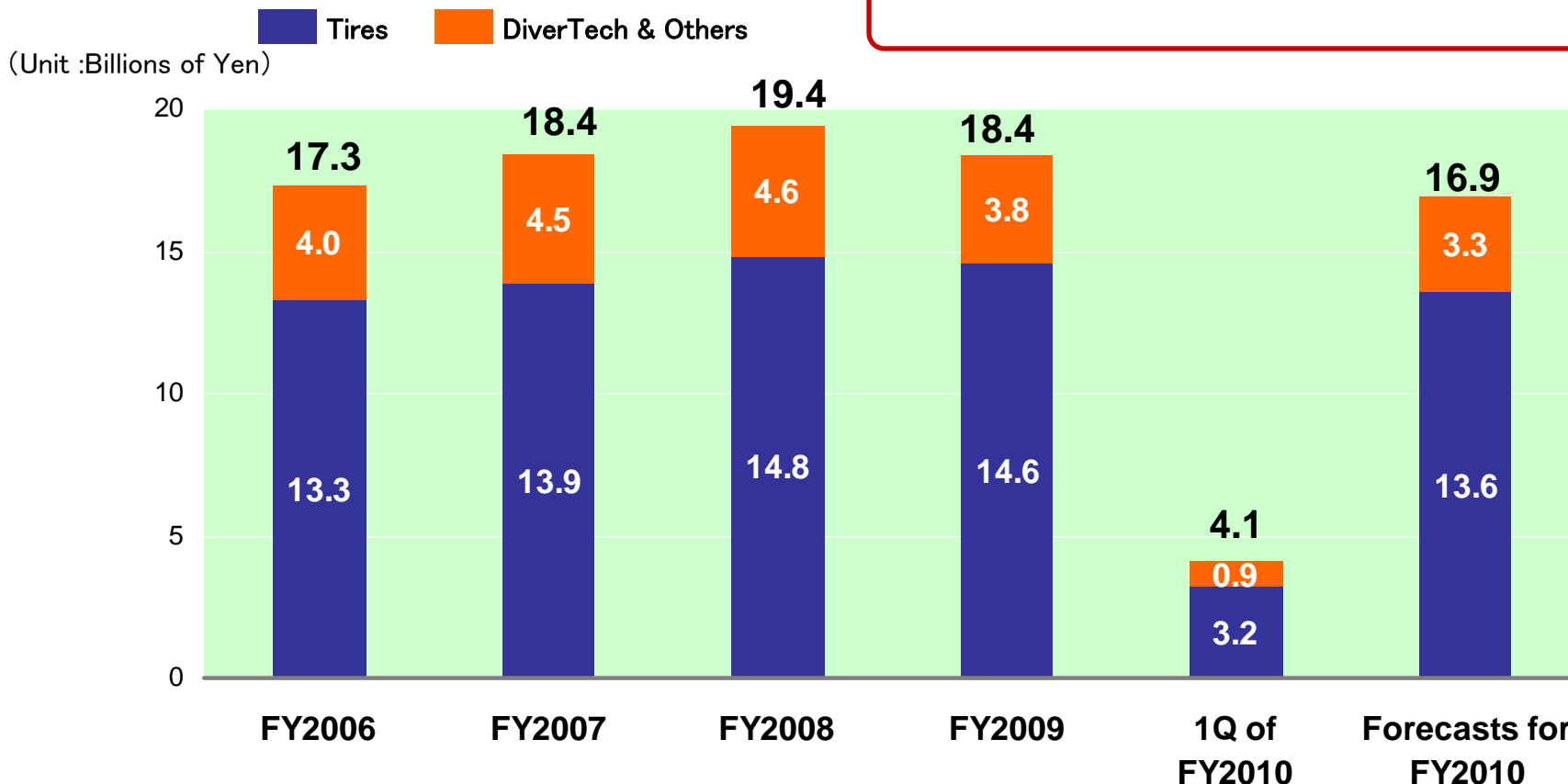
※In this table, the figures for DiverTech & Others of FY2006 are the combined figures of the former business segments, including Chemical & Industrial Products, Automotive Parts and Others.

4. Supplemental Information on Business Results and Forecasts (4)

Change in Depreciation Expenses (Property, Plant and Equipment)

FY2010 Forecasts

Depreciation Expenses: 16.9 Billion Yen
(Tires: 13.6 Billion Yen, DiverTech & Others: 3.3 Billion Yen)

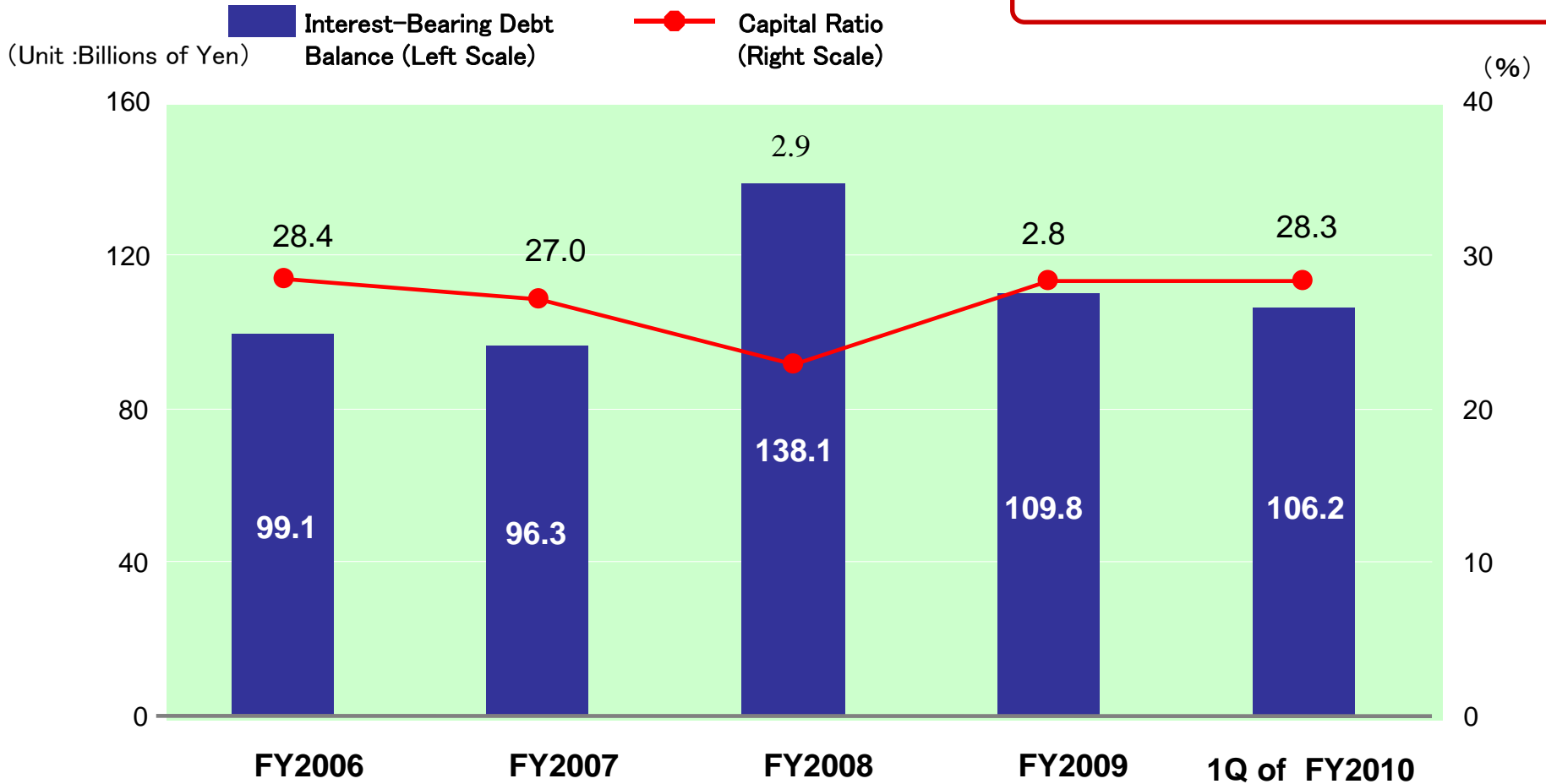


※In this table, the figures for DiverTech & Others of FY2006 are the combined figures of the former business segments, including Chemical & Industrial Products, Automotive Parts and Others.

4. Supplemental Information on Business Results and Forecasts (5)

Change in Interest-Bearing Debt Balance and Capital Ratio

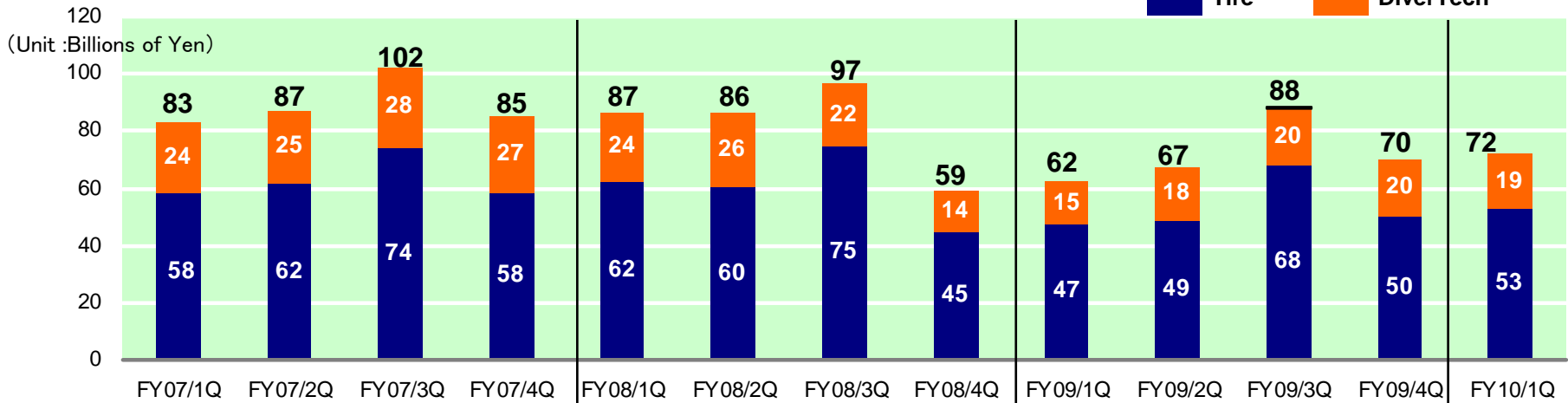
FY2010 Year-End Forecast
Interest-Bearing Debt Balance: 120 Billion Yen



4. Supplemental Information on Business Results and Forecasts (6)

Quarterly Net Sales History

■ Tire ■ DiverTech

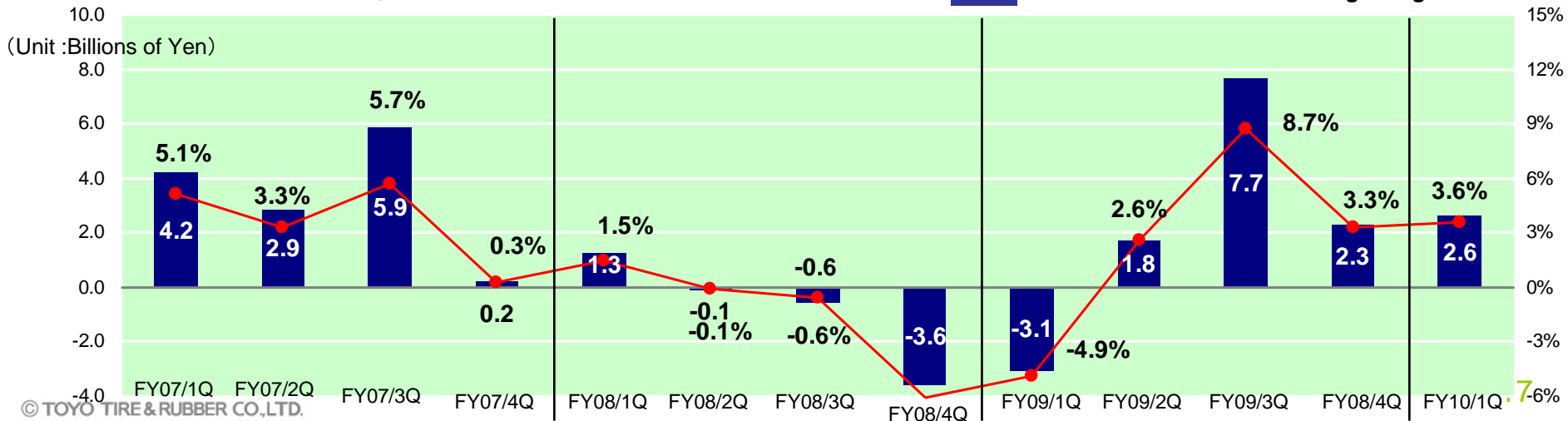


【Exchange Rate】 (Unit: Yen)

US\$	120	119	113	108	103	108	99	93	97	95	89	90	93
EURO	162	162	164	161	162	166	133	123	132	134	133	126	120

Quarterly Operating Income (Loss) History

■ Amount (Left Axis) ● Margin (Right Axis)



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