

November 4, 2025
ENEOS Materials Corporation

Reinforcement of SSBR Production Capacity at Yokkaichi Plant

ENEOS Materials Corporation (Head Office: Minato-ku, Tokyo; President and Representative Director: Shiga Satoru) has decided to increase the production capacity of its Yokkaichi Plant (Location: Yokkaichi City, Mie) by 10,000 tons to meet the growing demand for one of its key products, the high-functional tire material Solution Styrene Butadiene Rubber (SSBR). This investment is scheduled to be completed in December 2027.

Background of the investment

As the shift toward vehicle electrification and higher performance accelerates, global demand is growing for high-functional tire materials that help improve performance and reduce the environmental impact of fuel-efficient, high-grip, exceptionally durable next-generation tires.

ENEOS Materials has been producing SSBR at three bases in Japan, Thailand, and Hungary to supply it to major tire manufacturers in Japan and overseas.

Expecting further demand growth, ENEOS Materials has decided to increase the production capacity of its Yokkaichi Plant, which integrates everything from research and development to production, by 10,000 tons.

Strategic significance

This investment will enable ENEOS Materials to supply SSBR more flexibly even when demand fluctuates. Furthermore, ENEOS Materials aims to achieve the ENEOS Group Medium-Term Management Plan by achieving growth that exceeds the market growth rate in the SSBR business.

Future outlook

Under the ENEOS Group philosophy, "Harnessing the Earth's power for the common good and for the day-to-day life of each individual, we will contribute to the development of our communities and help to ensure a vibrant future through creation and innovation in energy, resources, and materials," ENEOS Materials will engage in the development and stable supply of advanced products that help create a sustainable mobility society.

Starting with this investment, ENEOS Materials will further enhance technical capabilities of the three bases to expand the development and supply structure of high-functional tire materials with the world's best quality.

[Contact for inquiries:]

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