

Consumer Tires Business Strategy



Our Strategy Is to Maximize the Percentage of High-Value-Added Products ADVAN, GEOLANDAR and WINTER Tires.

We aim to increase the percentage that our three major high-value-added product brands (ADVAN, GEOLANDAR and WINTER tires) account for from 40% in 2019 to 50% and are strengthening three initiatives to do so.

Takayoshi Omae General Manager, Head of Consumer Tire Product Planning Dept.

Key Measures

1	Expanding the fitting of ADVAN and GEOLANDAR on new vehicles	<ul style="list-style-type: none"> Promote the fitting of these tires on new premium cars, which appeals to strong brand power and technological capabilities, and produces high return effects in the replacement market.
2	Strengthening of return sales and update of products and sizes in the replacement market	<ul style="list-style-type: none"> Strengthen return sales in the replacement market for delivered vehicles. Expand the size lineup of products including WINTER tires.
3	Product and regional business strategy	<ul style="list-style-type: none"> Strengthen sales of products in line with market trends in each region. We will expand sales of high-value-added products that reflect the characteristics of each market, focusing on GEOLANDAR in North America, WINTER tires (studless tires) in Japan and ADVAN and WINTER tires in Europe.

Results in Fiscal 2021 and Future Measures (Challenges)

Results

In 2021, we strengthened sales of WINTER tires based on a “Winter Offensive” theme. In addition to WINTER tires, sales of ADVAN, GEOLANDAR and 18 inch plus size tires also grew, improving sales of AGW high-value-added products as a percentage of total sales.

- Japan: Release of iceGUARD 7 new studless tire for passenger vehicles
- Europe: Full rollout of BluEarth™ WINTER V906 European winter tires for passenger vehicles
- Europe: Release of BluEarth-Van All Season RY61, a new tire for commercial vans
- Europe and Japan: Expanded the range of sizes for BluEarth-4S AW21 all-season tire for passenger vehicles

Future Measures (Challenges)

In 2022, we will work to strengthen sales of summer tires with a focus on ADVAN based on a “Summer Offensive” theme.

- Worldwide: Release of the global flagship tire ADVAN Sport V107
- Japan and other countries: Release of the high-performance street sport tire ADVAN NEOVA AD09
- Japan and other countries: Release of the dedicated minivan fuel efficient tire BluEarth-RV RV03 and the dedicated compact minivan and Kei tall wagon fuel efficient tire BluEarth-RV RV03CK

Main Products and Results in Fiscal 2021 and Fiscal 2022

Three Priority Product Lines

ADVAN



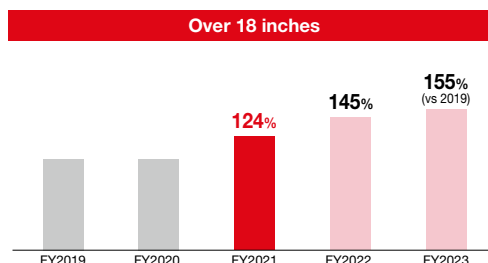
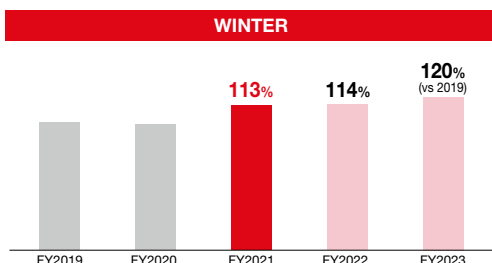
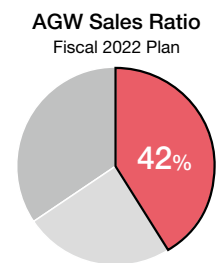
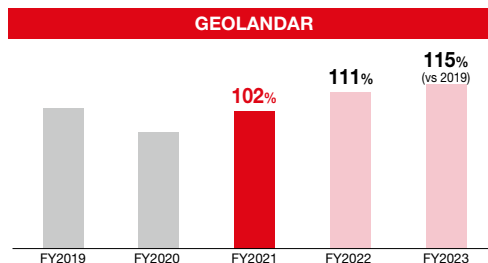
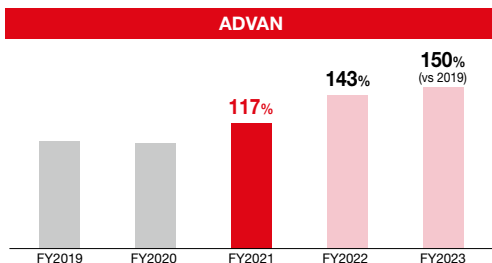
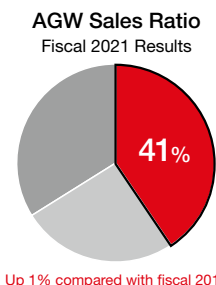
GEOLANDAR



WINTER (iceGUARD etc.)



Sales Ratio of Flagship Products (Results for Fiscal 2021, Plans for Fiscal 2022 and Fiscal 2023)



Equipping on New Premium Cars, SUVs and EVs

Premium Cars		(2021) BMW M3/M4: ADVAN Sport V107		(2022) BMW X5/X6: ADVAN Sport V107
SUVs		(2022) LEXUS LX: GEOLANDAR X-CV		(2021) TOYOTA LAND CRUISER: GEOLANDAR X-CV, GEOLANDAR A/T
EVs		(2022) Mercedes-AMG EQS 53 4MATIC +: ADVAN Sport V107		(2022) TOYOTA bZ4X: ADVAN V61

TOPICS

Release of iceGUARD 7 Studless Tire for Passenger Cars (2021)

Yokohama's 7th generation studless tire, iceGUARD 7, further improves the performance on ice that has consistently been pursued through the synergistic effects of a special newly developed pattern and ultra water-absorbing compound, and in addition to tire's well-established long-lasting effectiveness, performance on snow has also been improved. Performance on ice has been improved by 14%, and performance on snow has been increased by 3% compared with previous models.

iceGUARD 7
1370

* Performance data has been submitted to the Tire Fair Trade Council in Japan.

Release of the Global Flagship Tire ADVAN Sport V107 (2022)

Products target three premium car categories: premium high-performance cars, premium high-performance SUVs and premium EVs. We have refined our tires through joint development with car manufacturers as well as at the Nürburgring circuit, to be called the most unforgiving test course in the world. We have already begun delivery for new vehicles, with a focus on special models for premium cars including the Mercedes AMG and BMW M, and will use this as a base of development for the size expansion of replacement market.

ADVAN Sport V107

Release of the High-Performance Street Sport Tire ADVAN NEOVA AD09 (2022)

Based on the concept of producing the strongest ADVAN street sport tire with roots in motorsports and circuit driving, the latest iteration carries over the series' greatest feature of being "the fastest and most enjoyable," producing a street tire that offers the ultimate in dry grip, controllability and anti-wear performance. The external appearance has also been focused on for custom tuning, producing a stylish and highly original design.

ADVAN NEOVA AD09