

# Glossary

Term	Explanation
AG (agriculture tire)	Agriculture tire
All-season tires	All-weather tires that can be driven in all four seasons. These tires perform similarly to summer tires in sunny and rainy conditions, and similar to studless (non-studded tires) tires on snow-covered roads. All-season tires stamped with the "snowflake mark" can be driven on roads restricted to vehicles equipped with winter tires. However, chains must be used when chain requirements are in effect (studless tires are recommended on icy and heavy snow-covered roads).
Commercial tires	Tires for trucks, buses, agricultural machinery, and other infrastructure-related vehicles that support industries such as transportation and production.
CASE (connected, autonomous, shared & service, electric)	A concept that indicates the future direction of automotive evolution.
Consumer tires	Tires for passenger cars and other vehicles used by average consumers.
Grassroots category	In motorsports, "grassroots" refers to relatively small-scale competitions that are primarily participated in as a hobby or entry-level event, and are an important foundation for the fostering of motorsports fans and the development of future professional drivers.
HAICoLab	Yokohama Rubber's AI utilization framework for digital innovation formulated in 2020. The name was created from the concept of "humans and AI collaborating for digital innovation," and is used in the development of rubber materials for new products and in the calculation of the optimal pitch arrangement for tires. It also refers to a joint research institute combining humans and AI.
Highway terrain tires	A type of tire designed for off-road driving in SUVs, 4-wheel-drives, and other vehicles that excels at on-road driving on highways and paved roads, as opposed to all-terrain tires, which combine off-road driving performance with on-road comfort.
ID (industrial tires)	Tires for industrial vehicles.
LTR (light truck radial tires)	Tires for small trucks.
MaaS (mobility as a service)	Mobility is not only a means of transportation, but a next-generation transportation service that combines various technologies such as autonomous driving and AI.
OHT (off-highway tires)	A generic term for tires used on agricultural machinery, construction vehicles, industrial vehicles, forestry machinery, etc.
OR (off the road tires)	Tires for construction vehicles.
PCR (passenger car radial tires)	Tires for passenger cars.
Pickup trucks	A vehicle used for carrying small cargo with an open storage area behind the driver's seat.
Pitch	Tire tread patterns comprise blocks of several different circumferential lengths, one of which is called pitch, with the type of pitch and its arrangement referred to as pitch variation.
Replacement market	General term for the demand and dealerships associated with replacement tires installed when the tires mounted on new cars wear out or break down.
Return sales	A sales method that creates a synergistic effect when customers select the same tire brand when replacing the old tires installed on their new vehicles with replacement tires.
Side walls	The sides of a tire. The surface is covered with a layer of rubber to protect the cord layer underneath, and the tire size, brand name, and manufacturer's name are stamped on the sidewall.
Solid tires	Tires filled with rubber instead of air. As these tires lack elasticity and resist punctures, they are used on special vehicles such as cranes, trailers, and forklifts that require durability.
SUV (sport utility vehicle)	Sport utility vehicles are suitable for everyday activities such as shopping as well as driving on unmaintained roads and other outdoor leisure pursuits.
TBR (truck and bus radial tires)	Tires for trucks and buses.
T.M.S (tire management system)	Service that utilizes a database to compile tire operation information. This system provides total support for tire management, from tire inspections to data entry, collection, and proposals, contributing to safer operations and greater efficiency.
TPRS (tire air pressure remote access system)	A tire solution service developed by Yokohama Rubber currently undergoing demonstration testing. In this system, sensors are attached to the inner surface of tires to enable vehicle managers and tire service staff to remotely monitor tire pressure, temperature, and vehicle location information in real time. TPRS contributes to labor-saving during the pre-work inspection of tires, and facilitates the recording of tire pressure information and the rapid detection of slow punctures that cause tires to gradually lose air. It also ensures appropriate tire maintenance and prevents inconsistencies during inspections, prevents accidents by detecting abnormalities, and improves fuel efficiency by maintaining proper air pressure.
Tread pattern	Various patterns carved into the part of the tire that is in direct contact with the road surface to improve drainage, driving, and braking performance, as well as minimize noise.
Wide base tires	Wide tires that can replace double wheels (sets of two tires) with a single wheel (one tire) on trucks and buses.
Winter tires	Tires designed for use in low temperatures and on snow-covered roads. These include studless tires with enhanced grip on icy roads.