

# NEWS RELEASE



**THE YOKOHAMA RUBBER CO., LTD.**

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## **Global Flagship Brand “ADVAN”**

### **Premium Comfort Tire - ADVAN dB - to be Released in Overseas Markets**

Tokyo - The Yokohama Rubber Co., Ltd., announces that it will begin selling in overseas markets its Premium comfort tire - the ADVAN dB, part of its global flagship “ADVAN” brand - starting with Asia in January 2011, followed by Oceania, Central and South America and Africa. A total of 44 sizes will be available. See an attached chart for the details.

The “POWER of SILENCE” is the concept behind the ADVAN dB. Developed as a quiet, smooth-riding tire for a new age, the ADVAN dB delivers low noise and the high stability expected from Yokohama’s top brand “ADVAN” - all with excellent environmental performance. The already quiet “dB pattern” tread was improved to an asymmetrical pattern especially for the ADVAN dB. Design technology fostered during many years of developing high-performance ADVAN tires has been fully utilized to provide the running safety, control and comfortable ride required for high-performance prestige automobiles. They are, of course, environmentally sound products meeting Yokohama’s own environmental performance standards.

ADVAN is a flagship brand embodying Yokohama’s global concept and is sold in Japan and other countries throughout the world. Currently four lines are available - “ADVAN Sport” for high-powered saloon cars, “ADVAN S.T.” for new generation SUVs, “ADVAN NEOVA AD08” for street sport vehicles, and “ADVAN A050” for competitive sports.

Recognized for their high levels of performance and quality, the ADVAN Sport and ADVAN S.T. come standard as original equipment on some of the world’s leading high-performance automobiles. In motor sports, the ADVAN racing tires have been the designated control tires since 2006 for the FIA World Touring Car Championship (WTCC), the world’s top touring car competition.



ADVAN dB

## Available Sizes

Inch	Aspect ratio(%)	Dimensions	Inch	Aspect ratio(%)	Dimensions	
20	30	★275/30R20 97W	16	50	205/50R16 87V	
	35	★245/35R20 95W		55	205/55R16 91W	
19	30	★265/30R19 93W			215/55R16 93W	
		★275/30R19 96W		225/55R16 95W		
	35	★235/35R19 91W		60	205/60R16 92V	
		★245/35R19 93W			215/60R16 95V	
		275/35R19 96W			225/60R16 98W	
	40	★245/40R19 98W			235/60R16 100W	
45	245/45R19 98Y	65		205/65R16 95H		
18	35	265/35R18 93W		15	55	195/55R15 85V
	40	225/40R18 88W	60		195/60R15 88H	
		235/40R18 91W			205/60R15 91H	
		245/40R18 93Y	65		185/65R15 88H	
	45	225/45R18 91W			195/65R15 91H	
		245/45R18 96W			205/65R15 94H	
	50	235/50R18 97W			215/65R15 96H	
	17	40	245/40R17 91W		★ = Extra Load Tires	
45		205/45R17 84W	50		215/50R17 91V	
		★215/45R17 91W			225/50R17 94W	
		225/45R17 91W		235/50R17 96V		
		235/45R17 94W		55	215/55R17 94W	
		245/45R17 95W			225/55R17 97W	
		215/50R17 91V			235/55R17 99V	