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For immediate release

Contact:
Corporate Communications Dept.
Phone: 81-3-5400-4531
Fax: 81-3-5400-4570

YOKOHAMA to Release Global Flagship tires “ADVAN Sport V105”

Tokyo - The Yokohama Rubber Co., Ltd., announced today that in February 2013 it will release its “ADVAN Sport V105” tire, a successor model after eight years to the successful “ADVAN Sport (V103)” for high-powered, premium cars – part of its global flagship “ADVAN” series. The new tire will be available in 36 sizes from 205/55R16 91V MO to 255/30ZR20 (92Y), including ten sizes already fitted as original equipment. YOKOHAMA will gradually expand the range of available sizes.

Based on the “ADVAN Sport (V103)” factory-equipped on many performance cars, including those from Mercedes-Benz, Audi, Porsche and Bentley, the “ADVAN Sport V105” is an evolution meeting demand in the high-powered, premium segment for “higher speed, higher comfort.” YOKOHAMA positioned its research and development base at the Nürburgring in Germany, known as a grueling test track, and developed the new model jointly with an automaker in Europe. Thus polished under strict development conditions, the “ADVAN Sport V105” delivers driving performance superior to that of the “ADVAN Sport (V103).” Together with its comfort and safety, it realizes a high degree of overall performance balance. The “ADVAN Sport V105” has already been fitted as original equipment on a number of premium cars sold by its joint developer, the automaker.

Overall features, including structure, tread pattern and compound, have been enhanced from ADVAN Sport (V103). To improve steering stability, a new “Matrix Body Ply Structure*” was developed employing technology fostered through participation in world motorsports, and materials and structures were precisely tuned. Weight was reduced while rigidity was maintained, producing more agile handling and more comfortable ride. Synergistic effects among the special asymmetrical, non-directional tread pattern – inside for enhanced performance on wet surfaces, outside for dry – a new compound created to provide exceptional grip, and a new “Mound Profile” precisely controlling block ground contact pressure, yield even stronger dry and wet grip. Asymmetrical pitch variations applied to the inside and outside of the tread pattern help make quiet ride. (* Excludes certain sizes)

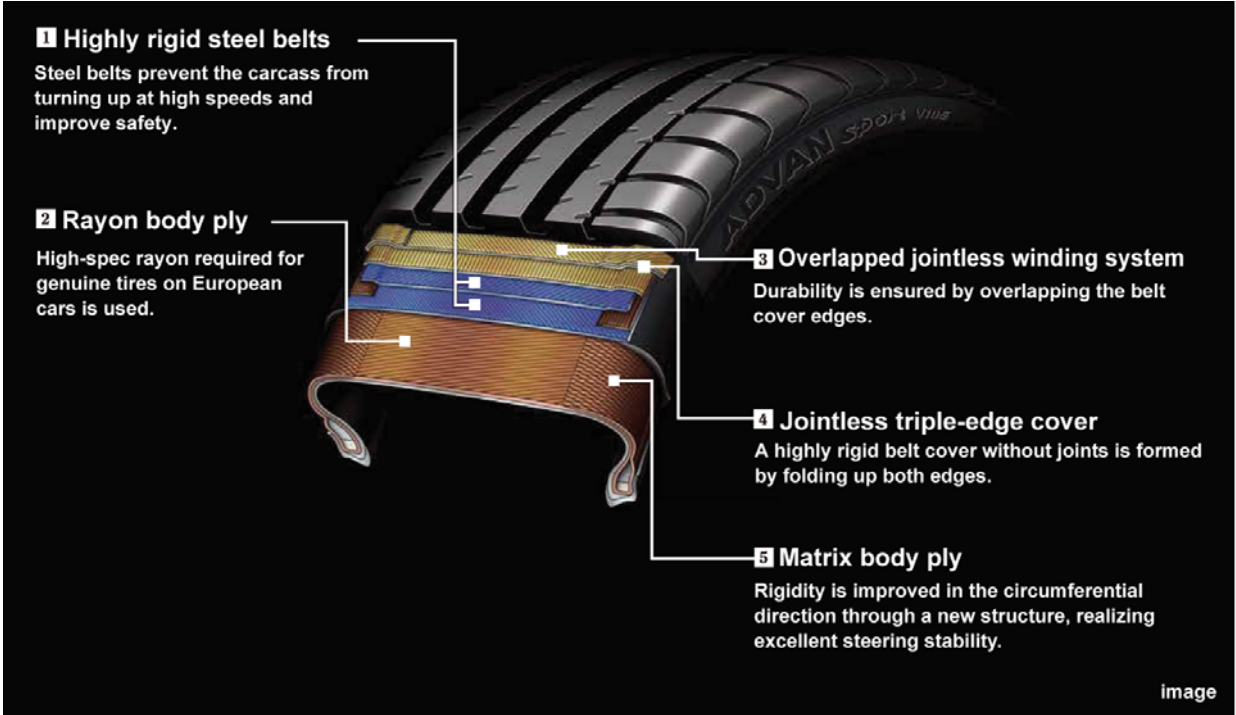


Available sizes

Inch	Series	Dimensions	Month of release
20	30	★255/30ZR20 (92Y)**	April
	35	★225/35ZR20 (90Y)**	April
19	30	★295/30ZR19 (100Y)**	February
		★285/30ZR19 (98Y)**	February
		★265/30ZR19 (93Y)**	February
		★255/30ZR19 (91Y)**	February
	35	★265/35ZR19 (98Y)**	February
		★255/35ZR19 (96Y)**	February
		★235/35ZR19 (91Y)**	February
		★225/35ZR19 88Y**	February
	40	★275/40ZR19 (105Y)**	February
		★255/40ZR19 (100Y)**	February
45	245/45ZR19 98Y**	February	
18	35	285/35R18 97Y MO	February
		285/35R18 97Y MO*	February
		★265/35ZR18 97Y**	February
		★255/35ZR18 94Y**	February
	40	★265/40ZR18 (101Y)**	March
		★255/40R18 99Y MO	February
		255/40R18 95Y MO*	February
		★245/40ZR18 97Y**	February
		★235/40ZR18 (95Y)**	March
		★225/40ZR18 92Y**	February
	45	★245/45ZR18 100Y**	February
		★225/45ZR18 95Y**	February
17	40	245/40R17 91W MO	February
	45	★245/45ZR17 99Y**	March
		★235/45ZR17 97Y**	February
		★225/45ZR17 94Y**	February
		225/45R17 91W MO	February
	50	★225/50ZR17 98Y**	March
★205/50ZR17 93Y**		February	
16	50	225/50R16 92W MO	February
		225/50R16 92V MO	February
	55	205/55R16 91W MO	February
		205/55R16 91V MO	February

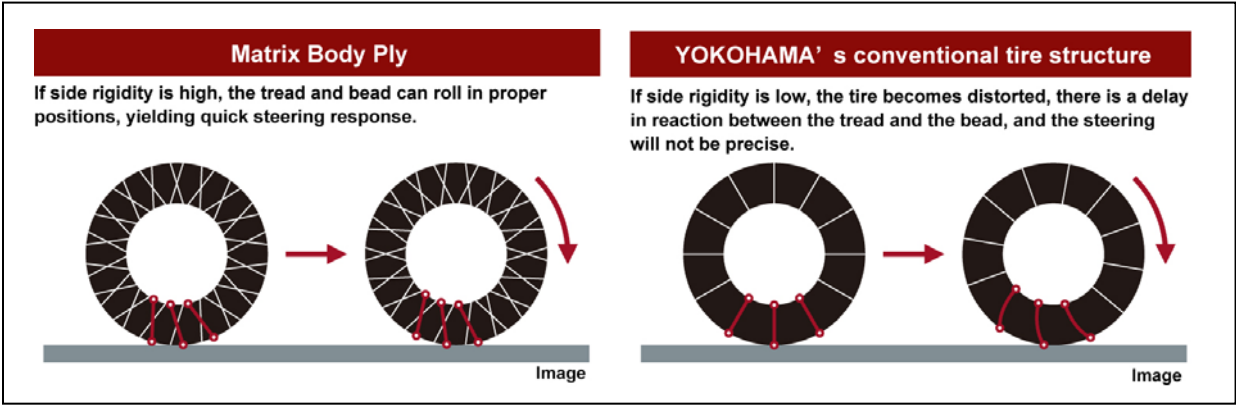
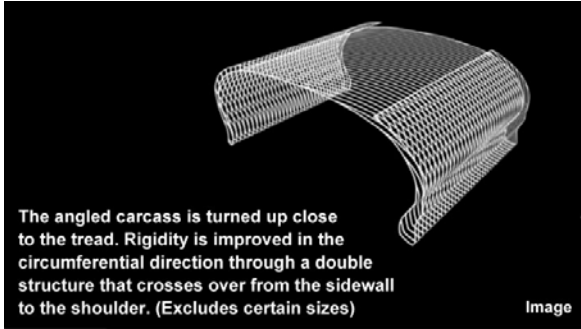
★Extra load (XL) *V105 + available size **V105S available size

Special Structure Realizes Agile Handling and Comfortable Ride



“Matrix Body Ply Structure” Enhances Steering Stability

The angled carcass is turned up close to the tread. Rigidity is improved in the circumferential direction through a double structure that crosses over from the sidewall to the shoulder, enhancing precise steering without diminishing ride comfort. It also contributes to dry grip by maintaining contact with the road surface. (Excludes certain sizes)



High-rigidity rayon carcass material
Rayon is less affected by temperature and has minimal effect on carcass properties, yielding tires with excellent driving stability.

Trimmed Tire Weight by Approximately 4.6%*
Materials and structures of all parts are precisely tuned, successfully reducing weight while rigidity is maintained. Reduction of unsprung weight contributes to enhanced tire adhesion to the road surface, steering response and ride comfort.

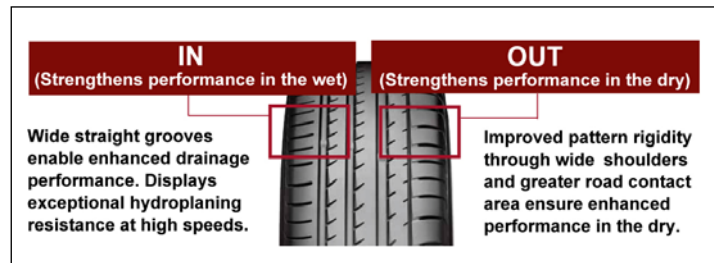
* Based on a comparison between the V103: 265/35ZR19 (94Y) and V105: 265/35ZR19 (98Y)

Asymmetrical, Non-Directional Pattern Strengthens Dry and Wet Grip



Asymmetrical Pattern Strengthens Wet and Dry Performance

A combination of three very thick grooves and a thinner groove make up the special asymmetrical, non-directional tread pattern. Developed jointly with an automaker in Europe, it strengthens both wet and dry grip performance. The block area on the outboard side is wider to ensure enhanced dry performance while the groove area is increased on the inboard side for enhanced wet performance.

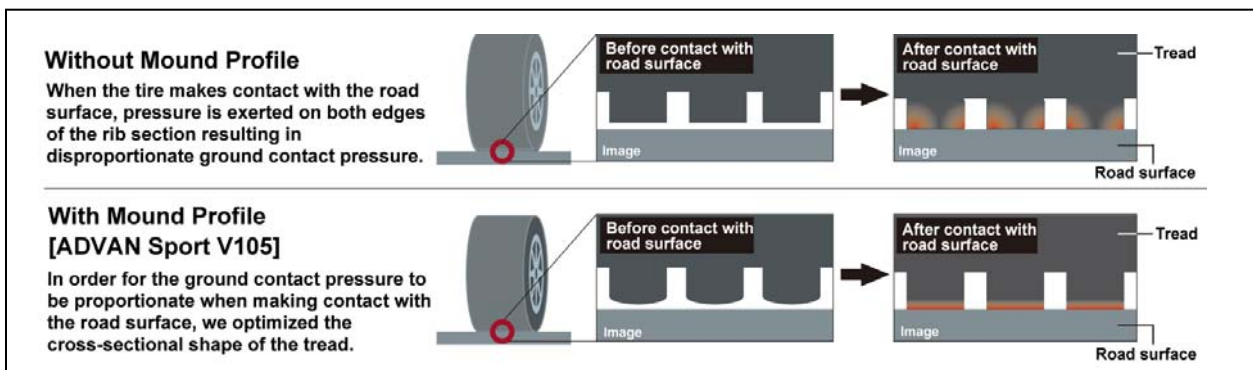


Expanded Road Contact Area Offers Stronger Grip

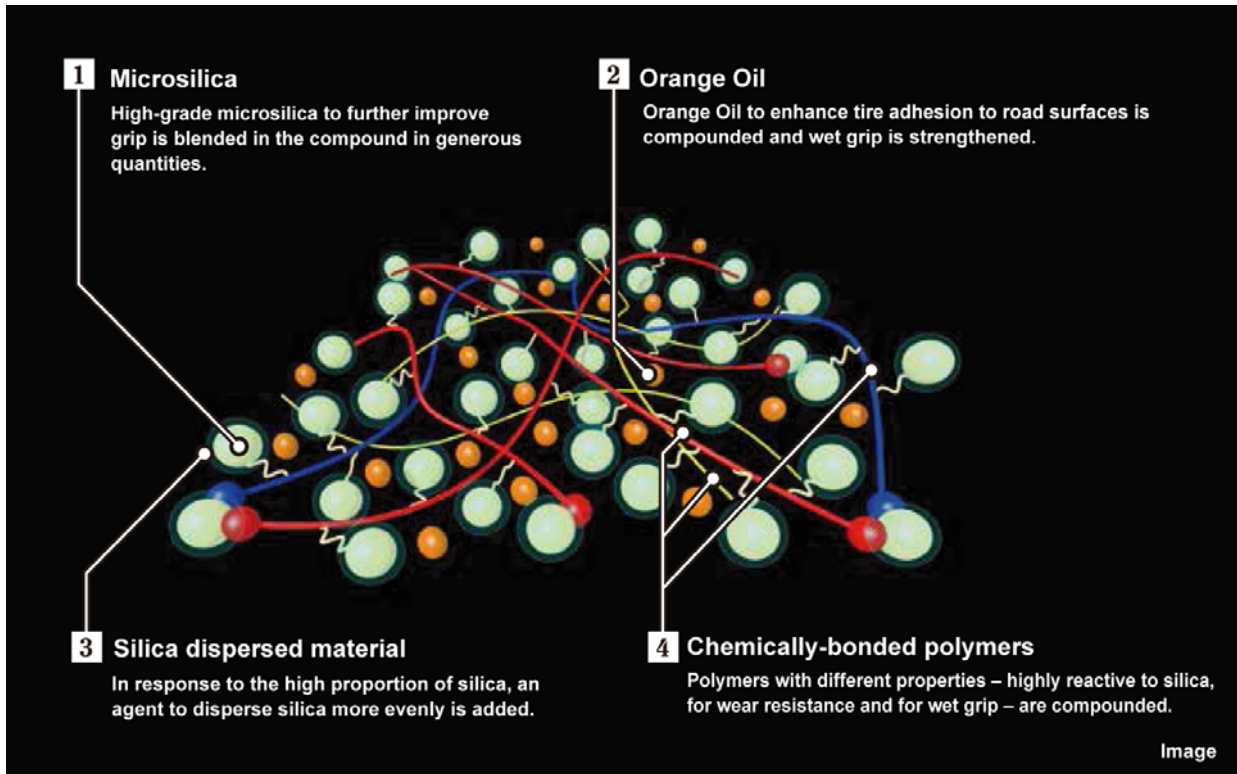
In order to provide stronger grip performance, the contact shape of the tire is square, which increases road contact area. This is largely achieved by both the block area and groove area. The main groove has been positioned so that it becomes the center of gravity when cornering. This enables exceptional drainage performance when cornering on wet surfaces.

“Mound Profile” Improves High-speed Stability

The cross-sectional shape is flatter and each block has a slight “R-shape.” The “R-shapes” on the five circumferential ribs are delicately different depending on location from shoulder to center. This careful profile precisely controls the ground contact pressure of the blocks, improving safety at high speeds by enhancing the tire contact patch.

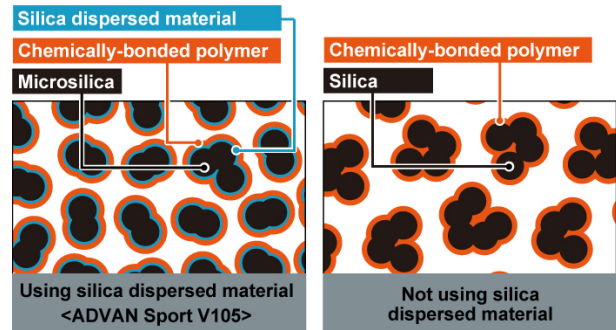


New Compound Maximizes Grip Performance



Silica dispersed material enhances grip performance

With the increased volume of microsilica, YOKOHAMA employed for the first time a silica dispersing agent. The agent helps microsilica disperse more easily and evenly. This contributes further to the already high wet-grip performance.



Polymers with Three Different Functions are Compounded

Three polymers with differing properties – a highly reactive polymer with a strong chemical bond to silica, a polymer to enhance wet grip without increasing rolling resistance, and polymer to improve the wear resistance of rubber – are employed. The compounding ratio was optimized for ultimate performance.

Orange Oil enhances grip performance

Micro-level minute irregularities exist between a tire and the road surface. Orange Oil makes the rubber more pliable, improving tire adhesion and thus enhancing grip. Tires using Orange Oil compounding technology are supplied to the WTCC and many other motorsports races where they consistently demonstrate outstanding performance.