

NEWS RELEASE



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Yokohama Rubber to Exhibit at REIFEN 2014 in Germany

Tokyo - The Yokohama Rubber Co., Ltd., announced today that it will participate in “REIFEN 2014”, to be held in Essen, Germany from the 27th-30th May. “REIFEN 2014” is one of the largest and most popular tire trade fairs, as well known as “Reifen Messe”. Held every two years this well-known event counts with the participation of the Japanese tire manufacturer YOKOHAMA displaying its latest products.

As a special highlight and demonstrating the integration of YOKOHAMA’s technologies and know-how the spectacular electric concept car, “AERO-Y” which combines the different business fields that the Japanese company specialises in will also be on display. The “AERO-Y” will also showcase “the tires of the next generation”, with its “fin tires” designed to reduce the vehicle’s air drag by controlling the airflow in the wheel house.

YOKOHAMA will exhibit its varied line-up from the environmental “BluEarth” series to the “GEOLANDAR” tires for SUVs and the new products recently launched at the Geneva Motor Show.

The product corners will be focusing on the “ADVAN” tire range; which include the replacement “ADVAN Sport V105”, the “ADVAN NEOVA AD08R”, the new FIA World Touring Car Championship 18-inch racing slick “ADVAN A005”, as well as the “ADVAN S.T.” which is Original Equipment for the Mercedes-Benz G-class.

Among the impressive range of YOKOHAMA OE tires, the selection at the booth will be the Mercedes-Benz S-class tire and the newly developed GLA runflat tire. YOKOHAMA’s Porsche-approved tires will be highlighted by the Porsche Panamera tire, “ADVAN Sport V105 N-0”.

With new products for winter also launched in 2014, YOKOHAMA will be presenting the new “W_{*}drive V905” for the European continent as well as the new “iceGUARD Stud iG55”, the stud tire and the “iceGUARD Studless iG50” which are ideal for the more severe Nordic winter weather conditions.

A selection of YOKOHAMA’s Van tires will also be shown in addition to various truck and bus tires for all conditions and axles. The range of tires will be completed by a large off-the-road tire, the “RB31” for articulated dump trucks.

YOKOHAMA’s booth is located in hall 3 at booth number 3A18.



Image of the YOKOHAMA booth