

NEWS RELEASE



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July 29, 2014
For immediate release

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YOKOHAMA's "BluEarth" and "GEOLANDAR" to Come Factory-Equipped on Lexus NX

Tokyo – The Yokohama Rubber Co., Ltd., announced today that two YOKOHAMA tire brands, "BluEarth" and "GEOLANDAR" have been selected as original equipment (OE) on the new Lexus NX, Lexus' first premium compact crossover SUV. The selected YOKOHAMA tires are the "BluEarth E51" and the "GEOLANDAR G91". The equipped tire sizes vary by region and tire, as follows:

225/60R18 100H	BluEarth E51
225/60R18 100H	GEOLANDAR G91
225/65R17 102H	GEOLANDAR G91

*Tires varies by country

The "BluEarth E51" applies the basic design and material technologies used in YOKOHAMA's "BluEarth" brand of fuel-efficient tires, developed under the basic concept of "environmentally, human, and socially friendly." The "BluEarth E51" enhances the vehicle's fuel efficiency while providing excellent utility performance as well as a safe and comfortable ride suitable for a luxury SUV. The "GEOLANDAR G91" is based on YOKOHAMA's "GEOLANDAR" series for SUVs, which employs YOKOHAMA's most advanced tire technologies, including the "BluEarth" technology. In addition to providing the utility performance required of SUVs, the "GEOLANDER G91" contributes to the fuel-efficiency, safety, and comfort required of today's urban crossovers and compact SUVs. The tire wall bears the "BluEarth" technology mark.

The NX carries on the Lexus tradition of impressively refined and stylish designs while providing superior drivability and the environmental performance demanded of today's urban crossovers.

Yokohama Rubber is aggressively developing tires employing its "BluEarth" technology, with these tires already adopted as original equipment on many new eco car and hybrid vehicle models.



"BluEarth E51"



"GEOLANDAR G91"

**Above tire is a different size from the tire on the NX*