

NEWS RELEASE



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Yokohama Rubber Announces New Winter Tire for Europe – “W*drive V905”

Tokyo – The Yokohama Rubber Co., Ltd., announced today that it would begin selling a new winter passenger car tire across the European continent ahead of the 2014 autumn/winter snowy season. The “W*drive V905” is a successor to the popular “W*drive V902A/B” and will be available in sizes from 15 inch to 18 inch.

The new tire’s conventional model, the “W*drive V902A/B,” was launched in 2007 as the winter tire in the YOKOHAMA “.drive” series, one of the Company’s core tires for overseas markets, especially Europe. The new “W*drive V905” maximizes the edging effect that contributes to stability on snow and ice. It also features a tread pattern that enhances the tire’s snow and water drainage and a new compound comprising various materials, including MicroSilica and Orange Oil. As a result, the “W*drive V905” achieves a greatly improved level of performance on snowy and wet roads, as well as on icy surfaces. In addition, a reconfiguration of the tire’s surface contact area results in improved snow traction and drainage when running on wet roads while maintaining the conventional model’s outstanding performance on dry roads. The new compound and a lighter-weight construction contribute to lower rolling resistance and higher fuel efficiency.



Technical approach – Tread pattern

Directional pattern

Wide slanting grooves

Variable angle of Lateral grooves

Zig-Zag straight grooves

>Improving lateral stabilities such as turning and anti-sliding on SNOW & ICE.

Triple 3-D Sipes/2-D Sipes

Optimum Rigidity

>Improving performance on SNOW and ICE surface with its maximized actual contact area under deflection and edge effect without losing block stiffness.

>2 type of sipes are arranged to the best area for needed rigidity.

Circumferential micro sipes

>Derive optimum performance SNOW and ICE surface even without a break-in period.

Optimum Lug Groove

>Improving gripped edge and more effective traction performance on SNOW and ICE surface with its maximized edge effect. (Edge amount grow 26%UP*).

>Optimized lug grooves with 72** pitch in the direction drain SNOW and SLUSH effectively, and get more traction by increased edge effect.

*Comparing conventional model. It depends on sizes.

**Conventional model: 66 pitch. It depends on sizes.

Maximum Edge Amount

>> ROTATION >>

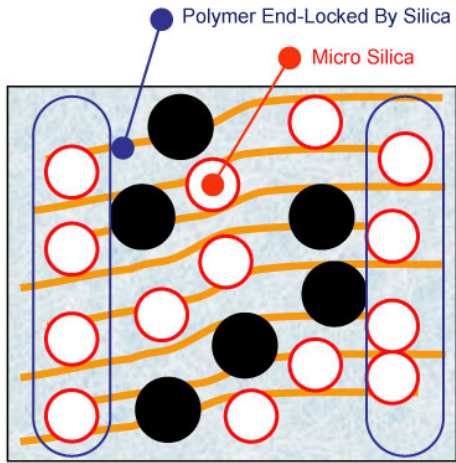
>Providing excellent "drainage" on SNOW and SLUSH, WET surface. It avoids hydroplaning on slushy or WET surface with See-Through arrangement.

Triple 3-D sipes <second/shoulder block area>

2-D sipes <center block area>

Technical approach – Tread Compound

Silica End-Locked Compound



Silica End-Locked Compound

>Silica End-locked compound delivers ultimate winter performance on wider-temperature-range and low fuel consumption with its low rolling resistance.

Orange oil



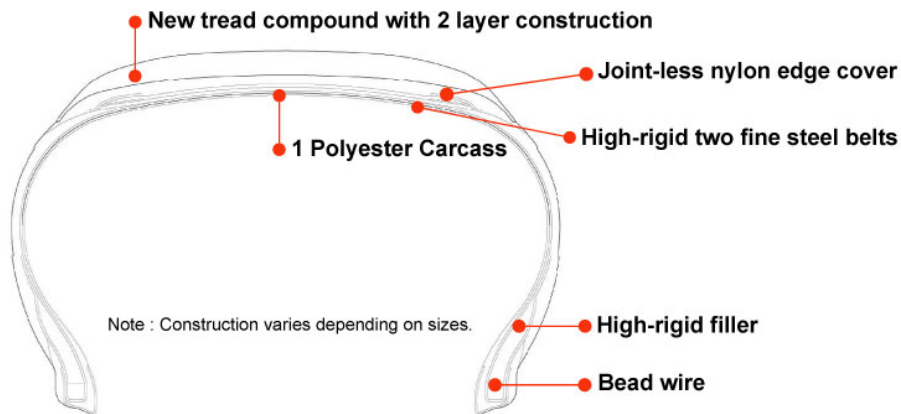
Orange Oil



>Orange oil make tire softer to get more contact surface on WET & DRY.

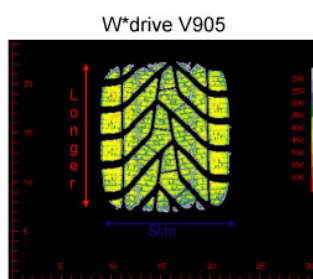
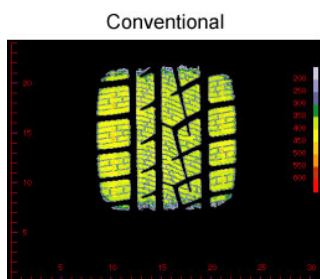
Technical approach – Construction

High grid & Light weight construction



>Steady construction provides sure driving stability.
 >Light-Weight designed construction helps low fuel consumption.

New Profile



>Maximized real contact area improves ice & snow-grip.
 >Slim and long contact area improves SNOW-traction and WET hydro-resistance.
 >Maximized real contact area improves ice & snow-grip