

# NEWS RELEASE



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## **Yokohama Rubber to Release “BluEarth-A” Featuring Superior Wet Performance and Fuel Efficiency**

Tokyo – The Yokohama Rubber Co., Ltd., announced today that it will launch a new edition to its fuel-efficient “BluEarth” tire brand for passenger cars in Europe and Asia from this spring. Most sizes of the new “BluEarth-A” have been awarded the European tire grading system’s C grade for rolling resistance and A for wet performance.

The “BluEarth-A” delivers the high degree of drivability and exceptional fuel efficiency that typifies YOKOHAMA pursuit of driving pleasure. In addition, it offers a well-balanced total performance featuring low noise, comfort and long-life. The application of a “nano BLEND compound” based on YOKOHAMA’s advance compound technology combined with an asymmetrical tread pattern provide “BluEarth-A” tires with superior wet grip while enhancing their fuel efficiency and abrasion resistance. The asymmetrical tread pattern also contributes to the tires’ exceptional rigidity and drainage characteristics. The “BluEarth-A” employs a “noise-controlled pitch” that contributes to a quieter ride by suppressing the incidence of uneven tire wear. The tire’s unique profile holds up well under the weight of large sedans and helps ensure a high level of control stability. YOKOHAMA has applied its proprietary aerodynamic technologies to reduce air drag and its dimple design on the tire shoulders help to further raise the tires’ fuel efficiency.

“BluEarth” is YOKOHAMA’s “environmentally, human and socially friendly” global tire brand realizing not only excellent environmental performance, but reducing specific burdens on drivers, passengers and surrounding living environments – “friendly” performance. In addition to the “BluEarth-A,” other environmentally friendly products within the “BluEarth” range include the flagship “BluEarth-1” and the “BluEarth AE-01” which are already available on the market.



## Secure Grip on Rainy Days

### BluEarth-A special compound that elicits exceptional drivability

YOKOHAMA employs technologies and manufacturing methods in order to realize the best balance of fuel efficiency, wet grip and wear resistance.

The use of double silica and orange oil improve grip performance in the wet.

**Use of Double Silica**  
BluEarth-A tires employ two types of high-quality silica with different properties. This optimizes the compounding ratio to achieve both superb wet and fuel-efficient performance.

**Orange Oil**  
Wet GRIP

**BLEND Polymer**  
Features sufficient wear resistance.  
Wear resistance  
Wet GRIP

Double silica  
Fuel SAVING  
Wet GRIP  
Long MILEAGE  
Wet GRIP  
Image

### Thunder bolt grooves provide a sense of reassurance on rainy days

Employs big and small thunder bolt type grooves.

YOKOHAMA has expanded the groove volume while increasing block rigidity to enable safe and secure driving on rainy days.

**Thunder bolt grooves**

The tires employ big and small thunder bolt type grooves. YOKOHAMA also increased block rigidity and expanded the groove volume, thus ensuring a sense of reassurance when driving on rainy days.

## Low noise for a More Comfortable Ride

### Innovative, new “noise-controlled pitch” ensures a consistently quiet ride

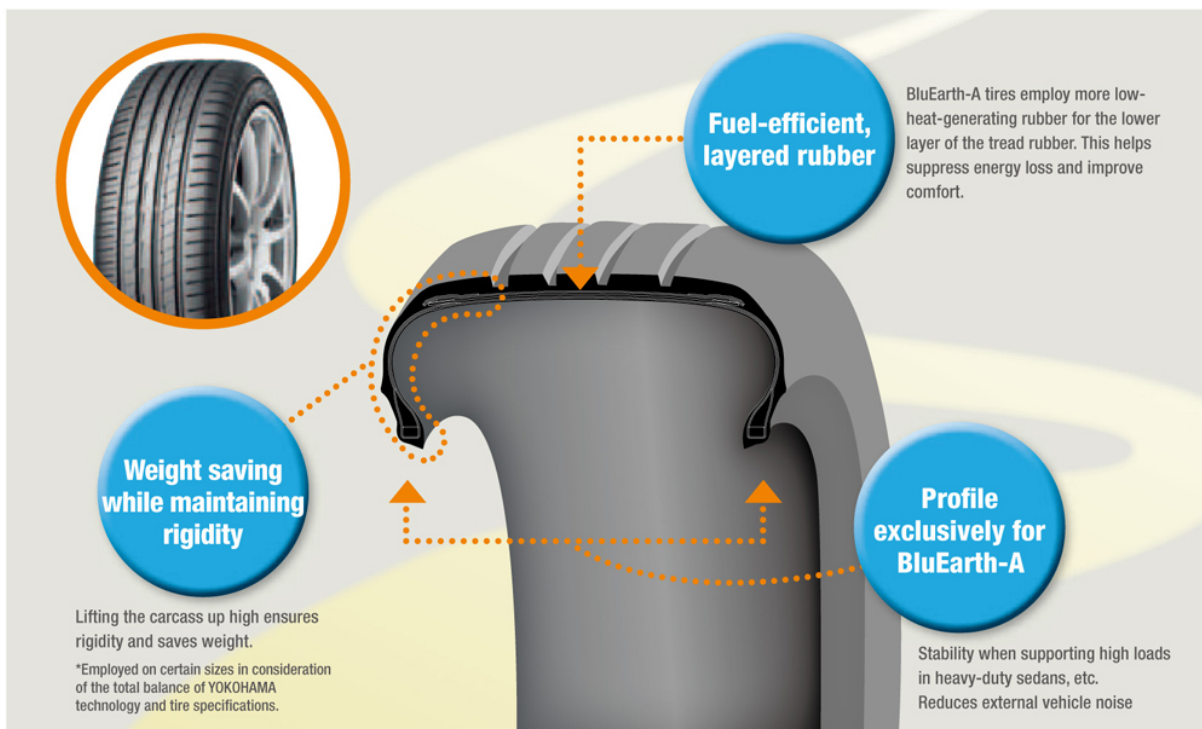
While continuing to ensure that noise is dispersed by varying the pitch, BluEarth-A tires suppress the incidence of uneven wear and maintain road noise as the tires wear by making the pitch variation smaller.

New BluEarth-A tires also boast an enhanced level of quietness by increasing the number of pitches to 84.



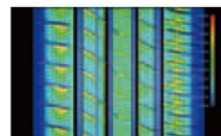
## Total Balanced Performance

### Profile achieving fuel efficiency and low noise

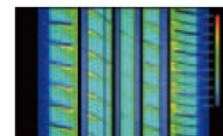


## Simulation of friction enables the development of a tread pattern that suppresses uneven wear

Friction energy has been adjusted to suppress uneven wear, which causes a loss of drivability and noise.



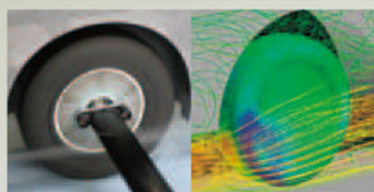
Prototype tire



Model with enhanced wear resistance

## AERO dynamic technology reduces air resistance

### Using simulation of air resistance in tire development



Development based on wind tunnel tests and simulations

Air resistance in tires is one cause of deteriorating fuel efficiency, and is said to have a considerable impact especially at high speeds. In addition to wind tunnel tests, YOKOHAMA conducts simulations of air resistance when designing the tires.



IN

OUT

### Asymmetrical tread pattern

The inner side of the tire includes sipes on the shoulder to suppress uneven wear. The outer side of the tire incorporates wide non-penetrating grooves on the shoulder block to realize enhanced stability when cornering.

### Dimples on shoulder

A dimpled design on the shoulder reduces tire air resistance. This contributes to greater fuel-efficient performance.

