

NEWS RELEASE



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Yokohama Rubber Introduces “ADVAN FLEVA V701”, the New High-Performance Sport Tire

Tokyo—The Yokohama Rubber Co., Ltd., announced today the launch of “ADVAN FLEVA V701”, the latest addition to the Company’s global flagship “ADVAN” tire brand. The new tire will be available from July 2016 in 24 sizes, with 43 sizes ranging from 195/55R15 85V to 255/30R20 92W available in early 2017.

The “ADVAN FLEVA V701” tire reinforces the company’s premium product line “ADVAN”, with a new concept focused on increasing drivers’ control of the car. The new high-performance sport tire brings greater driving pleasure to a diverse group of car owners, from sport car lovers to drivers of limousines, compact cars and CUVs.

The new tire delivers sporty handling on city streets, highways and winding roads, and safety performance with superior wet grip up to EU grade A. It also delivers a supremely quiet ride that sets a new standard for sport tires, with an exclusively developed directional tread pattern design that boosts sport mood of drivers. The “ADVAN FLEVA V701” also has a low rolling resistance that makes it more environmentally friendly than current sport tires.

As the company’s global flagship brand, “ADVAN” series tires epitomize “YOKOHAMA’s Pursuit of Driving Pleasure”. The series includes the “ADVAN Sport V105”, which has been adopted as original equipment on many of the world’s leading high-performance cars; the “ADVAN NEOVA AD08R” street sports tire; and the “ADVAN dB” premium comfort tire. “ADVAN” tires are widely used in motor sports and this year have been adopted as the control tires for the Japanese SUPER FORMULA Championship series, Asia’s ultimate Formula racing series.



Size List

Inch	size		Inch	size	
20	255/30R20 92W	*	17	215/40R17 87W	
	225/35R20 90W	*		255/40R17 94W	*
19	255/30R19 91W			205/45R17 88W	
	265/30R19 93W			215/45R17 91W	
	225/35R19 88W	*		225/45R17 94W	
	235/35R19 91W			235/45R17 97W	
	255/35R19 96W	*		205/50R17 93W	*
	225/40R19 93W	*		215/50R17 95W	*
	235/45R19 95W	*		225/50R17 98W	
18	215/35R18 84W	*		205/55R17 91V	*
	225/35R18 87W	*	215/55R17 94W	*	
	255/35R18 94W	*	225/55R17 97W	*	
	205/40R18 86W		16	195/45R16 84W	
	215/40R18 89W			205/45R16 87W	
	225/40R18 92W			195/50R16 84V	
	235/40R18 95W			205/50R16 87V	
	245/40R18 97W			225/50R16 92W	*
	255/40R18 99W	*		195/55R16 87V	*
	225/45R18 95W			205/55R16 91W	
	235/50R18 97V	*	15	195/50R15 82V	
	235/55R18 100V			195/55R15 85V	
		205/55R15 88V			

*marked sizes will be launched early 2017

Cool & Attractive Pattern Design

Directional tread pattern

A directional pattern with more edges facing the road surface. And direction pattern gives aggressive looking.

Claw groove

The claw grooves push aside water at a corner. The groove design increase effective groove length.

Lightning straight groove

The main groove have more edge components through a lightning design. In addition improving traction. this delivers excellent Hydroplaning resistance.

Wide Sword groove

The lug grooves have more edge components. Non-penetrating Rug Groove increases block stiffness and enhances the Direct feeling to handling.



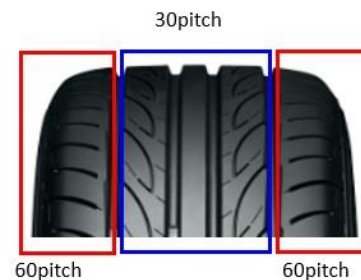
Emotional Handling

Most Advanced ADVAN Profile



- Profile inherited from the ADVAN Sport V105.
- Improvement of the steering stability by high speed range which European automobile manufacturer request.
- Improvement of optimization of the ground contact.

Differentiating between the pitch layout for the shoulder and center.



2in1 contrasting pitch

- Increased tread pattern stiffness realizes a more direct feeling to handling.
- Optimized ground contact area.
- Reduces tire noise, and enhances ride quitness.

Extreme Wet Grip

Directional pattern enhances water evacuation.

Claw Groove



Wide Sword Groove

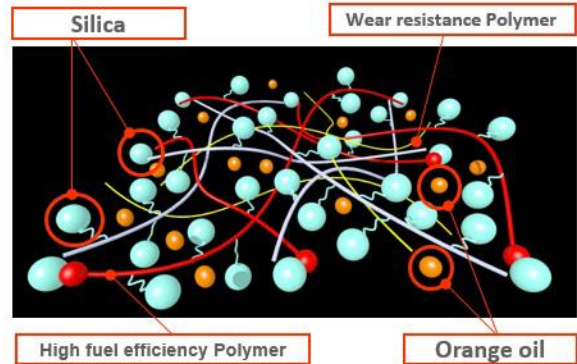


Lightning straight groove



-Push water aside when driving on wet roads and improves drainage.

Environmental New Sport Compound



-Several polymers are blended in “nanoBLEND Compound”. It was designed for the optimum balance of superior wet grip performance, high fuel efficiency, and wear resistance.

Low Noise Sport tire

Non-penetrating Rug Groove pattern increases overall performance.

In contrast to the main groove, the non-penetrating rug grooves increase performance in a variety of ways.

- Suppresses popping noise for a quieter ride.
- Suppresses heel & toe friction, as well as noise caused by tire friction.
- Increases block stiffness & enhances the direct feeling to handling.
- EU grading up to C/A.

