

# NEWS RELEASE



**THE YOKOHAMA RUBBER CO., LTD.**

36-11, Shimbashi 5-chome, Minato-ku,  
Tokyo 105-8685, Japan

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Contact:  
Corporate Communications Dept.  
Phone: 81-3-5400-4531  
Fax: 81-3-5400-4570

## **Yokohama Rubber to introduce “GEOLANDAR A/T G015”, a New All-Terrain Tire for SUVs**

Tokyo—The Yokohama Rubber Co., Ltd., announced today that it will launch sales of a new addition to its series of “GEOLANDAR” brand tires for SUVs. The new “GEOLANDAR A/T G015” will be available in sizes ranging from 15 inches to 20 inches from July 2016.

The “GEOLANDAR A/T G015” was developed to support the active vehicle lifestyle of drivers by delivering superior performance on any road surface under any weather condition. The use of an optimized tread pattern and new compound increases the tire’s wear performance and traction performance on wet and snow-covered roads. It is compliant with the ECE Regulation No.117 Revision 2 (R117-02) and at the same time succeeds in attaining the three-peaks snowflake symbol. The tire’s LT size for use in the harshest off-road conditions achieves superior cut and chip resistance. The “GEOLANDAR A/T G015” will be available in a wide range of sizes that will fit virtually various SUVs.

“GEOLANDAR” is YOKOHAMA’s global SUV tire brand. Responding to the rising popularity of SUVs in recent years, YOKOHAMA has accelerated the development and launch of new tires in the “GEOLANDAR” series. Prior to the development of the new “GEOLANDAR A/T G015”, in July 2015 the Company released “GEOLANDAR H/T G056,” a highway-terrain tire for mid- and large-size SUVs. YOKOHAMA has developed a full lineup of “GEOLANDAR” tires to meet the diverse needs of SUV drivers—other tires in the series include the “GEOLANDAR SUV” for small and midsize urban crossover SUVs, the “GEOLANDAR M/T+” for off-road use, and the “GEOLANDAR I/T-S” studless tire.

