

NEWS RELEASE



THE YOKOHAMA RUBBER CO., LTD.
36-11, Shimbashi 5-chome, Minato-ku,
Tokyo 105-8685, Japan

March 2, 2016
For immediate release

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

Yokohama Rubber to Launch Ultimate Street Sport Tire, "ADVAN A052"

Tokyo – Yokohama Rubber Co., Ltd., announced today that from July 2016 it will begin marketing a new street-legal sport tire developed for use in circuit, gymkhana events, the "ADVAN A052". It will come in 16 sizes, ranging from 16 inches to 18 inches.

The "ADVAN A052" will be the successor to the "ADVAN A048", an ultimate street sport tire. The new tire improves upon the "ADVAN A048's" already superior cornering and stable handling to deliver unprecedented grip performance in wet and dry conditions. The tread design is developed from the tarmac rally tire "ADVAN A051T" which has been using at many rallies in Europe, and also that is derived from the legend tire, "YOKOHAMA A008". It also meets the United Nations Economic Commission for Europe's global standard for rolling sound emissions, ECE Regulation No.117 Revision 2 (R117-02), which is already being applied in Europe.

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.

