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For immediate release

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

## **Yokohama Rubber Launches “BluEarth-Es ES32”**

### **New Fuel-Efficient Global Standard Tire Loaded with Japanese Technologies**

Tokyo—The Yokohama Rubber Co., Ltd., announced today that it will begin sales of a new fuel-efficient global standard tire, the “BluEarth-Es ES32 (BluEarth-Es)” from this spring. The new tire will initially be rolled out in Europe, Asia and Oceania, with marketing to gradually expand to the Middle East and Latin American markets (the new tire will not be sold in some countries, including Japan, China, India and Russia). “BluEarth-Es” will be available in a total of 73 sizes, ranging from 235/40R18 95W XL to 175/70R13 82T. Responding to the recent trend toward tires with larger rim diameters (inches), the “BluEarth-Es” series will include a number of size variations with 17-inch and 18-inch rim diameters.

“BluEarth-Es” provides a well-balanced package of the four core performance traits of any tire—wet grip, wear resistance, durability, and fuel efficiency. It features a new tread pattern with a wide, square, powerful profile that delivers stable driving performance and safe handling. “BluEarth-Es” uses Yokohama Rubber’s proprietary “nano BLEND compound” comprising various materials, including orange oil, which creates an optimal balance of high fuel efficiency, superior wet grip performance, and wear resistance. The original “orange oil” makes the tire’s rubber more pliant, which results in an optimal contact area between tire and road, thereby reducing uneven wear.

“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. The “BluEarth-Es” is one of the latest additions to Yokohama Rubber’s “BluEarth” lineup in Europe, which already includes the high-performance and fuel-efficient “BluEarth-A” as well as the series’ new grand touring tire developed especially for crossover utility vehicles (CUVs) and multipurpose vehicles (MPVs), the “BluEarth RV-02”, which will be launched this summer.



# Technical Features

## Completely New BluEarth Brings Standard Tires to a New Level

The tire is created with Japanese technology to meet global needs. Aquaplaning performance and fuel efficiency are upgraded significantly.

**Lightning Groove**  
Stability, Wet Braking, Handling



**Multiple Powerful Shoulders**  
Stability, Evacuation, Resists Uneven Wear



**Wide Straight Grooves**  
Anti-Hydroplaning, Wet Braking, Wet Handling



**Optimised Tread Design for Each Size Width**



ES32 standard design  
WIDTH:145-215



ES32A wide-design  
WIDTH:225 and more

**5 Pitch Tread Pattern**  
Low Pattern Noise, Resists Uneven Wear

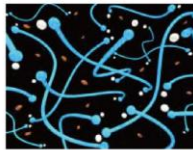


### Point 1 Enhanced Wet and Dry Grip

The "nano BLEND compound" creates the best balance of fuel-saving performance, wet grip, and wear resistance. The compound includes Orange Oil, which increases the contact surface, and an agent to maintain flexibility.



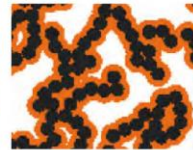
The Technology to Control Chemical Reactions of Each Compound at the Nano Level



BLEND Polymer  
[For Fuel Saving]



Orange Oil  
[For Wet grip]



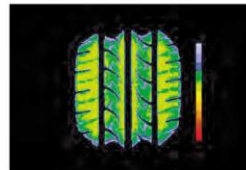
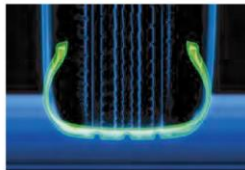
MICRO Silica  
[For Wet Grip & High Mileage]



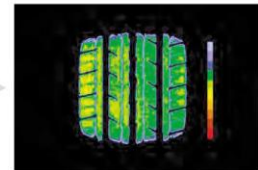
Anti-oxidizing Agent  
(For Flexibility)

### Point 2 Long Tread Life and Improved Durability

High durability means more economical driving. The new profile creates a bold impression. The square, wide contact surface and even contact pressure ensure better resistance to wear. It also helps minimise uneven wear.



Current product(AE01)



BluEarth-Es

## Available Sizes

Inch	Profile (%)	Tire size	Inch	Profile (%)	Tire size	Inch	Profile (%)	Tire size					
18	40	225/40R18 92W XL*	15	50	195/50R15 82V	14	65	155/65R14 75T					
		235/40R18 95W XL*		55	175/55R15 77V			165/65R14 79T					
17	40	205/40R17 84V XL			185/55R15 82H			175/65R14 82T					
		215/40R17 87V XL			185/55R15 82V			175/65R14 82H					
		245/40R17 91V*			195/55R15 85H			185/65R14 86T					
	45	205/45R17 84V			195/55R15 85V			185/65R14 86H					
		215/45R17 91V XL			60		155/60R15 74H	195/65R14 89H					
		225/45R17 94V XL*		165/60R15 77H			70	165/70R14 81T					
235/45R17 97V XL*	175/60R15 81H	165/70R14 85T XL											
50	215/50R17 95V XL	185/60R15 84H		175/70R14 84T									
	225/50R17 94V*	185/60R15 88H XL		175/70R14 84H									
	215/55R17 94V	195/60R15 88H		185/70R14 88T									
16	45	195/45R16 80V	205/60R15 91H	13	70	185/70R14 88H							
		205/45R16 83V	65			195/70R14 91H							
	50	195/50R16 84V				145/65R15 72H	14	70	175/70R13 82T				
		205/50R16 87V				175/65R15 84H			55	60			
	55	185/55R16 83V				185/65R15 88T					55	60	
		195/55R16 87V				185/65R15 88H							165/55R14 72H
		205/55R16 91H				185/65R15 91T							165/60R14 75T
		205/55R16 91V	195/65R15 91T			185/60R14 82H							
		215/55R16 93H	195/65R15 91H			195/60R14 86H							
		215/55R16 97V XL	195/65R15 91V										
	225/55R16 95V*	195/65R15 95V XL											
	60	175/60R16 82H	205/65R15 94H										
195/60R16 89H		205/65R15 99H XL											
205/60R16 92H													
215/60R16 95H													
215/60R16 99H XL													
215/60R16 99V XL													
65	225/60R16 98V*												
	205/65R16 95H												

XL: Extra Load

\*marked sizes: ES32A wide-design / others: ES32 standard design



ES32 standard design



ES32A wide-design  
(WIDTH:225 and more)