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For immediate release

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Yokohama Rubber's GEOLANDAR X-CV is now coming factory-equipped on Toyota's Lexus LX

Tokyo—The Yokohama Rubber Co., Ltd., announced today that it began supplying its GEOLANDAR X-CV to Toyota Motor Corporation this January for use as original equipment (OE) tires on Toyota's new Lexus LX SUV. The Lexus LX is being fitted with 265/55R20 and 265/50R22 size tires.

The GEOLANDAR X-CV represents a new dimension in highway terrain tires developed for high-performance crossover SUVs, which have increasingly focused on high-speed performance and maneuverability in recent years. GEOLANDAR is Yokohama Rubber's global brand of tires for SUVs and pickup trucks, and the Company is accelerating the expansion of the brand's lineup to meet increasingly diversified needs in the SUV market.

Based on the replacement market tire of the same name, the GEOLANDAR X-CV being delivered to Toyota has been finely tuned to meet the high-performance standards of the new Lexus LX. In addition to significantly reducing rolling resistance, the tire provides outstanding steering stability and comfort and is highly reliable even in the harshest environments. The tire's sophisticated and stylish side design makes it particularly suitable for use on luxury premium SUVs, like Toyota's Lexus LX.

Under Yokohama Rubber's current medium-term management plan, Yokohama Transformation 2023 (YX2023), the consumer tire business aims to maximize the sales ratios of high-value-added YOKOHAMA tires, namely the global flagship ADVAN brand, the GEOLANDAR brand of tires for SUVs and pickup trucks, and various winter tires. One of the key initiatives being implemented under this strategy is the expansion of ADVAN and GEOLANDAR tires as original equipment on new cars.



GEOLANDAR X-CV

*Tire shown in photo differs in size from those installed on the new Lexus LX.



The new Lexus LX

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