

February 17, 2022  
For immediate release

Contact:  
Corporate Planning Department  
Corporate Communications Section  
Phone: 81-3-5400-4531  
Fax: 81-3-5400-4570

## Yokohama Rubber now supplying its ADVAN Sport V107 for Mercedes-AMG's new EV sedan, the EQS 53 4MATIC+

Tokyo—The Yokohama Rubber Co., Ltd., announced today that it has begun delivering ADVAN Sport V107 tires for use as original equipment (OE) on Mercedes-AMG's first electric vehicle (EV), the Mercedes-AMG EQS 53 4MATIC+, which was announced in September, 2021. The new EV is being fitted with 275/35R22 104Y size front and rear tires.

The "ADVAN Sport V107" is a high-performance tire in YOKOHAMA's global flagship ADVAN brand. The tires being supplied were codeveloped by Yokohama Rubber and Mercedes-AMG to meet the German carmaker's highest technological standards. To achieve the high level of rolling resistance required for EVs, the tires use a newly developed compound that reduces heat generation during normal driving more than tires previously supplied to Mercedes-AMG. In addition, the tire's profile structure, crucial for uniform road contact pressure, and a newly developed pattern arrangement reduce acceleration passing noise in line with United Nations Economic Commission for Europe regulation UN-ECE R51-03. The new ADVAN Sport V107's combination of excellent driving performance and environment-friendly features make it a perfect tire for the Mercedes-AMG EQS 53 4MATIC+, the Mercedes-AMG brand's first EV. The tire accordingly features the Mercedes-AMG's "MO1" mark of approval on the sidewall.

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.



The ADVAN Sport V107, size 275/35R22 104Y, adopted as OE on Mercedes-AMG EQS 53 4MATIC+



Mercedes-AMG EQS 53 4MATIC+

\*The above photo is used with the permission of Mercedes-AMG. Reprint or other usage of this image without prior permission from Mercedes-AMG is strictly prohibited.