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For immediate release

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Yokohama Rubber now supplying its ADVAN Sport V107 for leading German automotive manufacturer's premium cars

Tokyo—The Yokohama Rubber Co., Ltd., announced today that it has begun delivering ADVAN Sport V107 tires to BMW AG for use as original equipment (OE) on the German automaker's BMW X5 M performance Sports Activity Vehicle (SAV) and its BMW X6 M performance Sports Activity Coupe (SAC), both of which are sold around the world. Yokohama Rubber had been supplying its ADVAN Sport V105 as OE for the two models, but from now on it will supply the new ADVAN Sport V107. Both models are being fitted with 275/40R21 107Y size front tires and 315/35R21 111Y size rear tires.

The "ADVAN Sport V107" is a high-performance tire in YOKOHAMA's global flagship ADVAN brand. The tires being supplied were co-developed by Yokohama Rubber and BMW group. In addition to maintaining the ADVAN Sport V105's optimal balance of high driving performance combined with superior comfort and safety characteristics, the newly developed ADVAN Sport V107 tires also have received the EU labeling system's highest "A" grade for wet performance. The tire's sidewall bears the German automaker's star mark indicating its recognition of the tire maker's technology, quality and reliability, a recognition granted to the select few of the world's tire makers that supply OE tires for BMW models.

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.



*Tire shown in photo differs in size from those installed on the BMW X5/X6 M performance.



BMW X5 M performance

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BMW X6 M performance

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