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For immediate release

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Yokohama Rubber to introduce ADVAN Sport V107 via global online event produced from Japan and Germany

Tokyo—The Yokohama Rubber Co., Ltd., announced today that it will stream an online event introducing its new global flagship tire, the ADVAN Sport V107. Preceding the tire's successive release in major markets around the world from this March, the event will introduce the tire's development story and testing at Yokohama Rubber's Nürburgring Test Center in Germany. The contents are designed to increase global understanding and interest in ADVAN Sport V107 and the YOKOHAMA tire brand. The event will be streamed from 8pm on February 24 (Japan time) on the ADVAN Sport V107 dedicated website as well as the Yokohama Rubber channel on YouTube.

* ADVAN Sport V107 dedicated website: <https://www.y-yokohama.com/brand/tire/advan/v107lp/>

* Yokohama Rubber official YouTube channel: <https://www.youtube.com/user/TheYokohamaRubber>

The online video event will be produced at a studio in Japan with a live link from Nürburgring, Germany. It will be moderated by radio DJ and narrator Sascha in Japan with female racing driver and Europe race presenter Eve Scheer joining from Germany. In addition to the ADVAN Sport V107 product description and development story, the event will provide viewers with an inside look at Yokohama Rubber's Nürburgring Test Center and the tire's evaluation by Yokohama Rubber test drivers at Nürburgring. Other contents will include an interview with Jörg Müller, former BMW Works driver and current participant in the Nürburgring 24-hour Endurance Race; former F1 driver Ukyo Katayama's impressions of the ADVAN Sport V107; and a talk show featuring Jörg Müller and the test drivers.

The ADVAN Sport V107 has been developed for use on premium high-performance cars, premium high-performance SUVs, and premium electric vehicles (EVs). Following joint development projects with leading premium car manufacturers and testing at Yokohama Rubber's test center at the Nürburgring, widely considered the world's most demanding race course, delivery of special OE ADVAN Sport V107 tires began in 2020, including tires for Mercedes-AMG and BMW M premium cars.

Under Yokohama Rubber's three-year (2021–2023) 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. In 2022, the Company plans to strengthen sales of ADVAN brand summer tires by launching the ADVAN Sport V107, as well as its new high-performance street sports tire, the ADVAN NEOVA AD09, being introduced in Japan in February 2022 and gradually being expanded to Asia and North America.



Website event announcement



ADVAN
Sport
V107