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For immediate release

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Yokohama Rubber to launch the GEOLANDAR CV 4S, an all-season tire for crossover SUVs

Hiratsuka, Japan—The Yokohama Rubber Co., Ltd., today introduces the GEOLANDAR CV 4S, a new all-season tire for crossover SUVs. The latest addition to the GEOLANDAR brand of tires for SUVs and pickup trucks, the GEOLANDAR CV 4S will be launched from this autumn in North America, Europe and then South Korea. The new tire will be available in 32 sizes, ranging from 245/45R20 103V to 235/65R17 108V.

Yokohama Rubber developed the GEOLANDAR CV 4S in response to the annually growing worldwide demand for tires for crossover SUVs. A newly developed asymmetric tread pattern and compound contribute to the tire's excellent performance in wet conditions and on snow, as well as on dry roads. All 32 sizes have received the M+S (mud & snow) designation that indicates they will deliver excellent performance in a sudden snowfall as well as the Three-Peak Mountain Snowflake Symbol* applied to tires that meet international standards for tires to be used in severe snow.

* The Three-Peak Mountain Snowflake Symbol is a mark certifying winter tires for use in Europe.

All-season tires are appropriate for driving on almost all road conditions, from dry and wet roads to snowy roads, making them suitable for use in all climates. As they can be used year round, including during sudden snowfalls, all-season tires eliminate the need for seasonal tire changes and a place to store out-of-season seasonal tires, thus enhancing user convenience.

Under the GEOLANDAR brand, Yokohama Rubber is developing SUV tires suitable for use on a wide range of road surfaces, from highway terrain to mud terrain. GEOLANDAR brand tires already on the market include the GEOLANDAR CV G058, a grand-touring tire for crossover SUVs, the GEOLANDAR X-CV for high-performance crossover SUVs, and the GEOLANDAR H/T G056 for midsize and large SUVs. The new GEOLANDAR CV 4S enhances the brand's ability to meet the diversifying needs of SUV owners.



GEOLANDAR CV4S




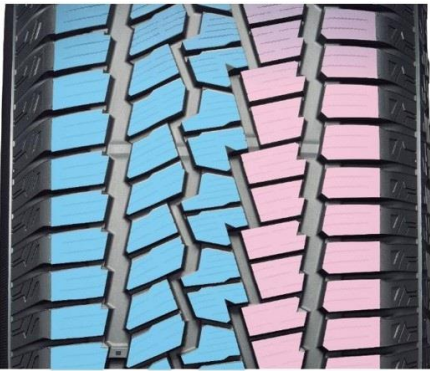









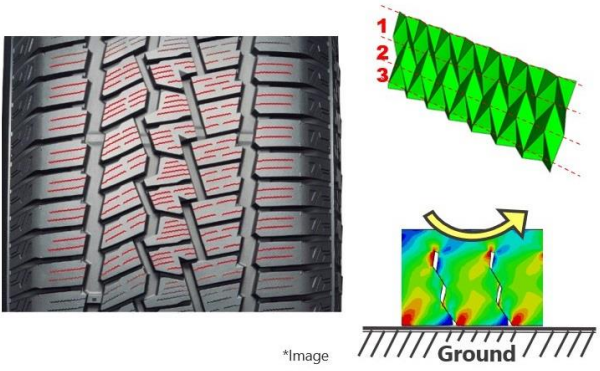
Under Yokohama Rubber’s three-year (2021–2023) medium-term management plan, Yokohama Transformation 2023 (YX2023), the consumer tire business aims to maximize the sales ratios of high-value-added YOKOHAMA tires, namely the global flagship ADVAN brand, the GEOLANDAR brand of tires for SUVs and pickup trucks, and various winter tires. Under its “Mud Match” themed campaign focused on expanding sales of GEOLANDAR tires, Yokohama Rubber has been introducing new tires, such as the new GEOLANDAR CV 4S and the GEOLANDAR A/T XD launched this March in North America and Australia, and expanding the size lineups of GEOLANDAR tires already on the market.

Available Sizes

Inches	Aspect Ratio	Tire Sizes	Inches	Aspect Ratio	Tire Sizes
20	45	245/45R20 103V	18	55	215/55R18 99V
		255/45R20 105V			225/55R18 98V
		265/45R20 108V			235/55R18 100V
	50	245/50R20 105V		60	225/60R18 104V
		255/50R20 109V			235/60R18 107V
		265/50R20 111V			245/60R18 105V
	55	235/55R20 102V		65	265/60R18 110V
		255/55R20 110V			235/65R18 110V
	19	45		235/45R19 99V	55
50		235/50R19 103V	235/55R17 103V		
		255/50R19 107V	60	225/60R17 99V	
		265/50R19 110V		235/60R17 102H	
55		225/55R19 99V	65	225/65R17 102H	
		235/55R19 105V		235/65R17 108V	
		245/55R19 103V			
		275/55R19 111V			
60		255/60R19 109H			

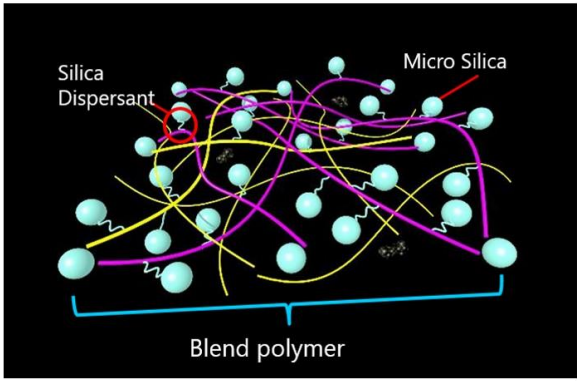
Tread Pattern Technology

- 1) The specially developed asymmetric tread pattern's increased void ratio on the inner portion of the tire improves drainage while the aggressive block pattern increases traction. Large contact area on the outer portion and ribbed blocks enhance steering stability.
- 2) Four zig-zag grooves include two outer grooves with wide widths that facilitate water drainage and a zigzag shape that increases traction in snow. Meanwhile, the two narrow inner grooves increase edging efficiency and further enhance traction in snow.
- 3) Optimized lug grooves improve the tires' snow removal and water dispersal, contributing to stronger traction on wet and snowy roads.
- 4) 3D-shaped sipes contribute to the tire's wear resistance and dry performance by suppressing tread block collapse and strengthening the tires' edges and rigidity.

<p>① Asymmetric pattern   </p>  <p><small>*Image</small></p> <p>■ : WET, SNOW ■ : DRY</p>	<p>② 4 Zig-Zag Grooves  </p>  <p><small>*Image</small></p> <p>■ : WET, SNOW ■ : SNOW</p>
<p>Inside tread –WET and SNOW traction. Outside tread – Good DRY Performance.</p>	<p>4 Zig-Zag Grooves help to prevent hydroplaning and improve WET and SNOW traction.</p>
<p>③ Optimized Lug Grooves  </p>  <p><small>*Image</small></p>	<p>④ 3D Shaped Sipes   </p>  <p><small>*Image</small></p>
<p>Optimized Lug Grooves enhance WET and SNOW traction.</p>	<p>3D Shaped Sipes enhance mileage and dry performance.</p>

Compound Technology

The compound is infused with micro silica to improve dry performance and handling stability, while the new polymer blend improves traction on dry, wet, and snow-covered surfaces.




Blend polymer

- Micro Silica ~ Silica Dispersant
- Blend polymer for wet
- Blend polymer for snow

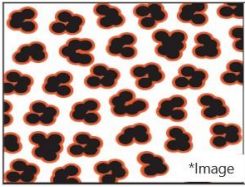
*Image

- **New Blend Polymer**
 - All-road traction



- **Micro Silica**
 - Improved Silica dispersion

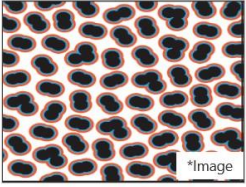
Conventional product



*Image

➔

GEOLANDAR CV 4S




*Image

Good Wet and Snow performance / Low Rolling Resistance


Product Design

Asymmetric tread pattern improves snow performance.

- Lug grooves and sipes for good snow performance.




M+S



Side design fits the image of crossover SUVs.

- All sizes in bold black letters
- Dented brand
- Powerful side design



*Image