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For immediate release

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## Yokohama Rubber to exhibit at Japan Mobility Show 2023

Hiratsuka, Japan—The Yokohama Rubber Co., Ltd., announced today that it will participate in the Japan Mobility Show 2023, to be held at Tokyo Big Sight in Koto-ku, Tokyo, from October 26 through November 5 (open to the general public from October 28). Under the theme "YOKOHAMA: Creating the Tires of the Future," the YOKOHAMA booth will introduce EV-compatible technologies and sustainable technologies, as well as other advanced technologies currently under development.

The YOKOHAMA booth will introduce visitors to new technologies and tires that Yokohama Rubber has developed in response to changes in mobility demand stemming from the rise of CASE and MaaS, such as its Intelligent Tire Mounted Sensor that provides tires with sensing functionality, high-load, small-diameter tires for use on vehicles with large interior spaces and low flooring, and self-sealing tires that prevent punctures. New concept tires that will be displayed include the ADVAN A50, an aerodynamic fin tire that contributes to better vehicle performance by controlling the airflow around the tire, and a concept sports tire of the future that features both sport and comfort driving modes.

Yokohama Rubber's EV-related technologies will be featured in the first-ever display of the ADVAN Sport EV, a new EV-dedicated high-performance tire that was launched in Europe this autumn, and the introduction of Yokohama Rubber's development of high load capacity (HLC) tires that responds to the increasing weight of vehicles, such as EVs and large SUVs. Sustainability-related technologies will be highlighted in the display of a tire with a sustainable materials composition ratio of approximately 33%. This tire is being supplied as the control tire for this year's Japanese SUPER FORMULA Championship series. The YOKOHAMA booth also will introduce visitors to HAICoLab\*, Yokohama Rubber's proprietary AI-based development framework being used to develop new materials and tires.

\* An acronym for Humans and AI CoLaborate for digital innovation

The YOKOHAMA booth will be located in the Tokyo Big Sight's East Exhibition Halls' East Hall 2.



Image of the YOKOHAMA booth