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Yokohama Rubber's BluEarth AE-01 tires coming factory-equipped on Honda's new N-BOX

Hiratsuka, Japan—The Yokohama Rubber Co., Ltd., announced today that it is supplying its BluEarth AE-01 tires as original equipment (OE) to Honda Motor Co., Ltd. for use on the automaker's new mini-vehicle, N-BOX, which was launched in Japan in October 2023. The N-BOX is being equipped with 155/65R14 75S size tires.

The BluEarth AE-01 is a fuel-efficient standard tire in the BluEarth, a YOKOHAMA's global tire brand based on the concept of being "environmentally, human, and socially friendly". It demonstrates excellent fuel-efficiency and a high level of balance between basic performance properties such as quietness, comfortable performance, a comfortable ride, and long life.

Yokohama Rubber is aggressively developing tires employing its leading-edge BluEarth tire technology, and many of these tires are now coming factory-equipped on gasoline-powered vehicles, hybrid cars and EVs such as a wide variety of new car models, including the latest-model sedans, SUVs, sports cars, and compact cars.



BluEarth AE-01



New N-BOX

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