

Yokohama Rubber Glossary

Initial	Term	Meaning
A	ATG	Acronym for Alliance Tire Group, an off-highway tire production and sales subsidiary. Now part of Yokohama Off-Highway Tires (YOHT)
A	AG	Short for “Agriculture” when referring to agriculture machinery tires
A	AC	Short for “Aircraft” when referring to aircraft tires
A	AGW	Acronym for Yokohama Rubber’s three high value-added tire categories, ADVAN, GEOLANDAR, and WINTER tires
A	ADVAN	Yokohama Rubber’s global flagship tire brand
A	Alliance	Tire brand of Yokohama Rubber’s off-highway tire production and sales subsidiary Yokohama Off-Highway Tires (YOHT)
A	Alliance Tire Group	Former name of Netherlands-based off-highway tire production and sales company acquired by Yokohama Rubber in 2016. Now part of Yokohama Off-Highway Tires (YOHT)
A	Aichi/Aichi Tire	An industrial tire production and sales company acquired by Yokohama Rubber in 2017
B	BluEarth	Yokohama Rubber global tire brand based on the concept of being “environmentally, human, and socially friendly”
B	Butadiene	One of the main raw materials in synthetic rubber

C	COE	Acronym for “Chinese Original Equipment” referring to tires supplied as original equipment (OE) to Chinese automobile makers
C	Cultor	Tire brand of Yokohama Rubber’s off-highway tire production and sales subsidiary Yokohama-TWS (Y-TWS)
C	Carbon black	A compound material used to strengthen tire rubber
C	Consumer tires	General term for tires used on passenger cars, SUVs, vans, and small trucks
C	Commercial tires	General term for truck, bus and off-highway tires (used on agriculture & forestry machinery, industrial & port-use machinery, construction & mining machinery, etc.)
C	Compounding agents	Carbon black, silica and other materials that when mixed with rubber enhance various tire performance features
D	Dahej Plant	A Yokohama Rubber Group off-highway tire plant in Gujarat, India
E	EOE	Acronym for “European Original Equipment” referring to tires supplied as original equipment (OE) to European automobile makers
F	Fender	Cushioning material that protects ship hulls during ship-to-ship operations and when moored to a quay
G	GD100 (Grand Design 100)	Name of Yokohama Rubber’s medium-term management plan implemented from 2005 to 2017
G	GD2020 (Grand Design 2020)	Name of Yokohama Rubber’s medium-term management plan implemented from 2018 to 2020

G	GEOLANDAR	Yokohama Rubber global brand of tires for SUVs and pickup trucks
G	Galaxy	Tire brand of Yokohama Rubber's off-highway tire production and sales subsidiary Yokohama Off-Highway Tires (YOHT)
H	HAICoLab	Term formed from "Humans and AI collaborate for digital innovation," an AI utilization concept formulated by Yokohama Rubber in 2020 aimed at fostering digital innovations by facilitating collaborative efforts that merge human inspiration and creativity with the data processing capability of AI.
H	High-inch	Generic term for tire sizes of 18-inches and larger
H	Hamatite business	An MB segment (non-tire businesses) that Yokohama Rubber sold off in 2021
H	Hose & Couplings	An MB segment (non-tire) business that manufactures and sells hoses and metal joints used in automobiles and construction machinery
I	iceGUARD	Yokohama Rubber's global WINTER tire brand

I	ID	Short for “Industrial” when referring to tires used on industrial & port-use machinery and material-handling vehicles
I	interfit	Yokohama Rubber’s specialized tire maintenance service for off-highway tires
J	JOE	Acronym for “Japanese Original Equipment” referring to tires supplied as original equipment (OE) to Japanese automobile makers
L	LTR	Acronym for “Light Truck Radial” tires used on small trucks
L	Large outer diameter	Term used to refer to tires with diameters larger than 18-inches
M	MB	Acronym for “Multiple Business,” Yokohama Rubber’s non-tire business segment comprising Hose & Couplings and Industrial Products (including aerospace products)
M	MH	Acronym for “Material Handling” when referring to tires used on forklifts and other vehicles used in logistics centers
M	MC	Acronym for “Motorcycle” when referring to two-wheeled vehicles
M	MIX investment	Investment to increase profitability by optimizing product portfolio and production volumes
M	MIX	Profit differential related to changing the composition of products with different profit margins
M	Mitas	Tire brand of Yokohama Rubber’s off-highway tire production and sales subsidiary Yokohama-TWS (Y-TWS)

M	MAXIMO	Tire brand of Yokohama Rubber's off-highway tire production and sales subsidiary Yokohama-TWS (Y-TWS)
M	Marine hose	Rubber hose used for offshore loading and discharging of oil and other liquid substances
M	Material handling	A term used when referring to tires used on forklifts and other vehicles used in logistics centers
M	Mississippi Plant	Truck & bus tire plant operated by Yokohama Tire Manufacturing Mississippi, LLC, a Yokohama Rubber Group truck & bus tire production and sales subsidiary based in Mississippi, USA
O	OE	Acronym for "Original Equipment" which refers to tires delivered to automakers for installation on new vehicles
O	OHT	Acronym for "Off-Highway Tires," which are used on agriculture & forestry machinery, industrial & port-use machinery, construction & mining machinery, and other vehicles primarily used on off-highway environments.
O	OR	Acronym for "Off the Road" when referring to tires used on construction machinery, mining machinery and other vehicles used in off-road environments.
O	"1-year plant"	A key consumer tire strategy in Yokohama Transformation 2026, Yokohama Rubber's medium-term management plan for 2024-2026. The term refers to bringing low-cost, highly efficient new plants on line within one year to enable timely responses to increasing demand.
O	Off-the-road	A phrase referring to tires used on construction machinery, mining machinery and other vehicles used in off-road environments.

O	Off-highway tires	A phrase referring to tires used on agriculture & forestry machinery, industrial & port-use machinery, construction & mining machinery, and other vehicles primarily used in off-highway environments.
O	Original equipment	Term referring to tires delivered to automakers for installation on new cars
P	PCR	Acronym for Passenger Car Radial tires
P	PRIMEX	Tire brand of Yokohama Rubber's off-highway tire production and sales subsidiary Yokohama Off-Highway Tire(YOHT)
P	Pickup trucks	Light trucks based on passenger cars with an open cargo bed behind the driver/passenger cabin
P	PRGR	Golf equipment production and sales subsidiary and its products' brand name
P	Premium comfort tire	Tires contributing to a quieter and more comfortable ride than standard passenger car tires
R	REP	Short for "Replacement" when referring to replacement (i.e., after-market) tires
R	Replacement use	Term for replacement tires sold in the general after-market
R	Replacement tire market	General after-market for replacement tires
R	Replace	Shortened term for replacement tires sold in the general after-market

R	Return sales	Sales that realize the synergistic effect created by car owners purchasing the same tire that came as original equipment on their cars when replacing the cars' original tires.
S	Shinshiro Plant	Yokohama Rubber passenger car tire plant in Shinshiro City, Aichi Prefecture
S	Snow tires	Tires developed for use on snow and icy roads, mainly studless tires and studded tires
S	Summer tires	Generic term for tires other than WINTER tires
S	Solid fender	A cushioning material that uses rubber's elasticity to absorb shock and protect ship hulls when moored to quays or coming into contact with another ship.
T	TBR	Acronym for "Truck & Bus Radial" tires
T	Trelleborg Wheel Systems Holding AB	Sweden-based company acquired by Yokohama Rubber in 2023 that is engaged in the production and sale of tires for agricultural and industrial machinery and other off-highway tires. Now called Yokohama-TWS (Y-TWS)
T	Trelleborg	Tire brand of Yokohama Rubber's off-highway tire production and sales subsidiary Yokohama-TWS (Y-TWS)
T	Tirunelveli Plant	A Yokohama Rubber Group off-highway tire plant in Tamil Nadu, India
T	Tread pattern	Patterns engraved on the tire tread (the part that comes into direct contact with the road surface) to improve tire performance for various conditions

U	UHP	Acronym for “Ultra High Performance” when referring to tires designed to deliver higher performance than standard tires
V	Visakhapatnam Plant	A Yokohama Rubber Group tire plant in Andhra Pradesh, India
W	WINTER	Used when referring to tires developed for use on snow and icy roads, including studless tires, snow tires, and all-season tires
Y	YRC	Acronym for Yokohama Rubber Co., Ltd.
Y	YX2023	Short version of Yokohama Transformation 2023, Yokohama Rubber’s medium-term management plan from 2021 to 2023
Y	YOHT	Acronym for Yokohama Rubber’s off-highway tire production and sales subsidiary Yokohama Off-Highway Tires
Y	Y-TWS	Short term for Yokohama Rubber’s off-highway tire production and sales subsidiary Yokohama-TWS
Y	YTMM	Acronym for Yokohama Tire Manufacturing Mississippi, LLC, a truck & bus tire production and sales subsidiary based in Mississippi, USA