

Brands Supporting Yokohama Rubber's "Exploitation" and "Exploration"



The OE installation of our tires on new premium cars, including renowned brands such as Porsche, BMW, Mercedes-AMG, and LEXUS, is a testimony of confidence in our world-class quality and technological capabilities.



We are accelerating the expansion of our GEOLANDAR tire brand product lineup for SUVs and pickup trucks to meet increasingly diverse needs in the SUV market.

Consumer Tires

With the aim of maximizing the sales ratio of high-value-added tires, we are making efforts in three categories: ultra-high-performance tires, tires for SUVs and pickup trucks, and winter tires. We are actively developing products, with a main focus on high-value-added tires for ADVAN, GEOLANDAR, and winter tire lineups.



ADVAN

ADVAN is a global flagship tire brand delivering a high level of driving performance by bringing out the full potential of passenger cars.



GEOLANDAR

GEOLANDAR is a brand of tires for SUVs based on the concept of "driving freely on all roads and terrain across the planet."



iceGUARD

The iceGUARD brand of winter tires offers a wide selection of products, as well as unique compound and design technologies of tread pattern realizing high performance on ice and snow.



BluEarth

The BluEarth brand of fuel-efficient tires balances basic performance with enhanced fuel efficiency, wet surface and anti-wear features, making it suitable for a wide range of uses, from city driving to leisure activities.

MB (Multiple Business)

Versatran



This brand of hydraulic hoses for overseas markets was created by integrating three main series of hoses. The performance of the products has been greatly improved, and they are now available for use in mines and other challenging operating environments.

HAMAHEAT



One of the most widely recognized conveyor belt brands both in Japan and overseas. These products have a strong reputation for their heat resistance performance, especially in the steel and cement industries.

Seaflex



The world's top brand of marine hose, highly valued by major oil companies and other users around the world for its outstanding quality.



Using the latest silica compounding technologies to significantly reduce rolling resistance, these environmentally friendly, economical, and high-performance tires will contribute to the coming new era of logistics.



We provide agricultural machinery tires for a variety of applications on farms in Japan and overseas, contributing to the improvement of overall agricultural productivity.

Commercial Tires

We provide a wide range of tires, including tires for trucks and buses and off-highway tires for construction and industrial vehicles, and for agricultural and forestry equipment. As one of the world's leading commercial tire specialists, we contribute to improving safety and productivity on the most demanding worksites.

Truck and bus tires (TBR)
Light truck tires (LTR)

Off-highway tires (OHT)



This brand of tires for trucks and buses provides economic efficiency through superior fuel economy, while at the same time providing excellent basic performance in terms of durability and safety, and realizing environmental friendliness and improved transportation efficiency.

Off-highway tire brands comprise product lineups in all categories, from basic and standard, to premium, providing powerful traction support for vehicles used on agricultural, mining, and construction sites, and in other locations.

PRGR (Pro Gear) Business



Viewing golf from a scientific perspective, we proposed the industry's first "head speed (H/S) theory," and have created numerous hit products that have been popular with golfers for the past 40 years.



We leverage a variety of innovative technologies to develop products that enable people to experience the fun and joy of golf.