



Brands Supporting Yokohama Rubber’s “Exploitation” and “Exploration”

Consumer Tire Business

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



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



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.



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



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.

MB (Multiple Business)



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.



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.



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

Commercial Tire Business

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)



Truck and bus tire brand provides not only basic performance such as fuel economy, tread life, and durability, but also improves the load-bearing performance required for EVs.

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.



We will contribute to the new era of logistics with tires for trucks and buses designed with safe operation, environmental friendliness, cost reduction, and efficiency.

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

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.