Businesses, Products, and Brands

Tire Business

Consumer tires

Under the strategy of maximizing the sales ratio of high-value-added products, the Group is focusing on three categories—ultra-high-performance tires, SUV and pickup truck tires, and winter tires—while proactively expanding sales particularly of high-value-added tires such as ADVAN, GEOLANDAR, and winter tires.



ADVAN

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



GEOLANDAR

GEOLANDAR is an SUV tire brand 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 tread life, making it suitable for a wide range of uses, from city driving to leisure activities.



We supply ultra-high-performance tires as original equipment for renowned premium cars and EVs from brands such as Porsche, BMW, Mercedes-AMG, and LEXUS. This demonstrates that the quality and technological capabilities we have pursued are trusted worldwide.



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.

Obtained Numerous Technical Approvals from World-leading Premium Car Brands Such as Mercedes-AMG and BMW M Series



ADVAN Sport V107

ADVAN Sport V107 is equipped on many of the world's leading premium cars.

Number of Tire Sizes Holding Wet Grip Performance Grade "a" in the Japanese Market



Percentage of Renewable and Recycled Raw Materials Used

30.4 % of Raw Materials



ADVAN racing tires (dry use) made from 46% renewable or recycled materials*

* Average value for dry and wet tires

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 machinery. As one of the world's leading commercial tire specialists, we contribute to improving safety and productivity on demanding worksites.

Off-highway tires (OHT)



YOKOHAMA, GOODYEAR OFF-THE-ROAD, TRELLEBORG, Mitas, MAXIMO, Cultor, ALLIANCE, GALAXY, PRIMEX, AICHI TIRE

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, etc.

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



YOKOHAMA

A truck and bus tire brand that provides not only basic performance such as fuel economy, long tread life, and durability, but also the enhanced load-bearing performance required for EVs.



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



We will contribute to the new era of logistics with truck and bus tires focused on safe operation, environmental performance, cost reduction, and efficiency.

Agricultural Machinery Tires (AG)

Global Share

No.1 * Ranking based on Yokohama Rubber research



Industrial Vehicles Tires (ID)

Global Share

No.2 * Ranking based on Yokohama Rubber research



Off-highway Tires (OHT)

Global Share

No.3 * Ranking based on Yokohama Rubber research



OHT: General term for off-highway tires for agricultural and forestry machinery, construction and mining vehicles, industrial and port-use vehicles, etc.

Businesses, Products, and Brands

Multiple Business (MB)

We offer a wide range of products, including high-pressure hydraulic hoses for construction machinery and machine tools, automotive hoses and piping, conveyor belts, marine products, and aircraft components. We have played a significant role around the world for many years contributing to the development of a host of industries, including automotive, oil, gas, mining, construction, and aviation.



No.1
Global Pneumatic Fenders Market Share



The world's largest fender (photo for scale)
* Ranking based on Yokohama Rubber research

Versatran

This brand of hydraulic hoses for overseas markets was created by integrating three core product series. Offering significantly enhanced performance and products designed for use in demanding operating environments.

HAMAHEAT

One of the most widely recognized conveyor belt brands both in Japan and overseas. Highly regarded, particularly in the steel and cement industries.

Seaflex

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

No.1
Domestic Conveyor Belt Market Share



Flame-retardant, medium-temperature heat-resistant conveyor belt
* Ranking based on Yokohama Rubber research

PRGR (Pro Gear) Business

We manufacture and sell golf gear under the PRGR (Pro Gear) brand.





PRGR

Taking a scientific approach to golf, PRGR became the first in the industry to advocate the head-speed theory. Over the past 40 years, the brand has introduced numerous hit products and earned the continued support of golfers.

RS DUO

Using a variety of innovative technologies, PRGR develops products that allow people to experience the fun and joy of golf.

Column

Brand Communication

The Meaning Behind the Yokohama Logo

The red "Performance Y" at the beginning of the YOKOHAMA logo represents our stance of generating the passion among our employees that enables us to accept new challenges and work with a pioneering spirit that creates new excitement.

The lines extending to the upper right represent Yokohama Rubber's strong determination to be a company that is constantly growing and advancing into new areas. The red color represents the energy and passion our employees around the world bring to work every day.

The merging lines symbolize the teamwork that brings together the strengths of Yokohama Rubber's many businesses and group companies conducting global operations in many business domains.

YOKOHAMA

Motorsports and Yokohama

Yokohama competes in a wide range of motorsports competitions, including circuit racing and rallying. The Group supplies competition tires in Japan and overseas and has achieved outstanding results across various racing categories. Safety and performance are refined to the highest levels under the demanding conditions of motorsports, and the resulting technologies are fed back into replacement tire products such as ADVAN and GEOLANDAR brand tires.

Challenging the limits of motorsports and achieving victory has helped establish strong global brand recognition and reinforce the exceptional reliability of Yokohama brand products.



Premium Vehicles and Yokohama

Yokohama brand tires are fitted on premium vehicles in Europe and around the world.

The adoption of Yokohama tires as original equipment on numerous iconic vehicles is a testament to the advanced technology and quality that enable the tires to meet the most demanding performance standards.

This solid reputation has also contributed to the Yokohama brand's standing in the replacement tire market as a trusted provider of high-quality tires.

