Products and Services: Provision of Products and Services that Contribute to a Sustainable Society

The Yokohama Rubber Group aims to contribute to a safe and comfortable mobility society and to economic and social development through the provision of high-quality, high-performance products based on proprietary technologies and innovative services enabled by digital transformation, thereby supporting a more sustainable future.

Approach

Based on the Yokohama Rubber Group Action Guidelines, the Group is committed to providing safe, high-quality products and services. In developing products that support mobility and industry—including tires, hoses and piping, and industrial materials—we continually challenge technological frontiers to enhance quality and performance. At the same time, we strive to create new value by improving customer convenience and efficiency through services enabled by digital transformation.

Fiscal 2025 Progress and KPIs

Metrics (KPIs)	Targets	FY2025 Results	Evaluation
① Number of E+ marked tires (EV-compatible products)	FY2026: 10 products	7 products	On track
② Number of tire sizes that conform to Very High Flexion (VF) and Pressure Field Operation (PFO) standards*1	FY2026: Total of 384 sizes	Total of 283 sizes	Behind
③ Utilization of tire management/ maintenance services (T.M.S) using digital transformation (number of vehicles registered/number of tires inspected)	FY2026: 50,000 vehicles registered 450,000 tires inspected per year	53,567 vehicles 314,092 tires	Ahead Behind

*1 A standard for tires that can run at low pressure to minimize the impact on the roots of crops

Initiatives to Increase the Number of Tire Products Suited for Electrified Vehicles

The Group is working to increase the number of tires for electrified vehicles*2 in response to the trend toward carbon neutrality and the expansion of electrified vehicle adoption. We have set a target of offering 10 products by fiscal 2026. As of December 2025, seven tire products carried the E+ mark for electrified vehicles.

The E+ mark is awarded to tires incorporating technologies that address the specific requirements of EVs, including support for the higher vehicle weight due to battery systems, the high torque output of electric motors, the quietness expected of vehicles without engine noise, improved energy efficiency, and extended driving range.

To address the expanding premium EV market, Yokohama Rubber developed the ADVAN Sport EV ultra-high-performance summer tire specifically for EVs. The E+ mark has also been applied to products including the ADVAN dB V553 premium comfort tire, which delivers long-lasting quiet performance, and the GEOLANDAR X-CV highway-terrain tire for SUVs and pickup trucks.

The E+ mark has also been introduced for truck and bus tires. Products such as the 507U in Japan and the 120U in Europe are helping strengthen the Group's response to electrification in the commercial vehicle sector.

During fiscal 2025, the Group expanded deliveries of ADVAN Sport EV tires for original equipment fitment, particularly for premium EV models produced by Chinese manufacturers, adding to a growing track record in the rapidly expanding Chinese EV market.

We will continue to strengthen research and development and expand original equipment fitment activities while contributing to the reduction of greenhouse gas emissions.

*2 Electrified vehicles include BEVs (battery electric vehicles), EVs (electric vehicles), PHEVs (plug-in hybrid vehicles), HEVs (hybrid electric vehicles), and FCEVs (fuel cell electric vehicles)



E+ mark branding on tire sidewalls

E+ mark logo



Passenger car tires carrying the E+ mark



Truck and bus tires carrying the E+ mark

Initiatives to Increase the Number of High-Value-Added Off-Highway Tire Sizes

In the off-highway tire sector, we have set the increase in the number of tire sizes compliant with VF and PFO standards as a KPI in support of our vision of "contributing to economic and social development through the provision of high value-added off-highway tires." As of December 2025, the Group offered a total of 283 compliant sizes and aims to increase this to 384 sizes in fiscal 2026.

VF standard-compliant tires (VF tires) can support the same load as conventional radial tires at 40% lower air pressure. Low-pressure operation reduces pressure on the soil and suppresses damage caused by soil compaction. Studies have shown that soil compaction can impede the flow of air and


Agricultural machinery equipped with PFO standard-compliant tires

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water, and hinder crop root growth, leading to reduced yields. Using VF tires reduces soil compression, promotes crop growth, improves productivity, and leads to greater operational efficiency and fuel economy.

We are also expanding our lineup of tires that comply with PFO standards (PFO tires) that enhance the load-carrying capacity of VF tires during low-speed operation. Tires incorporating PFO technology allow for even lower tire pressures than VF tires, further reducing soil compression. Minimizing the impact on soil enables the use of large agricultural machinery and leads to improved operational efficiency.

There are only a few manufacturers in the world capable of supplying both VF and PFO tires. We have an extensive lineup of tires that meet a wide range of needs. By providing high-quality tires trusted by users and comprehensive after-sales services, the Group contributes to improved agricultural productivity, reduced environmental impact, and stable food supply, supporting a more sustainable future.



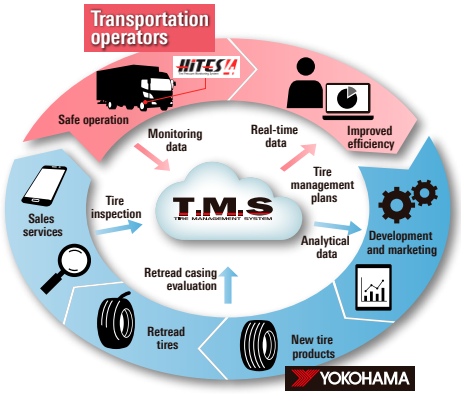
TM1000 PFO Standard-Compliant Tire

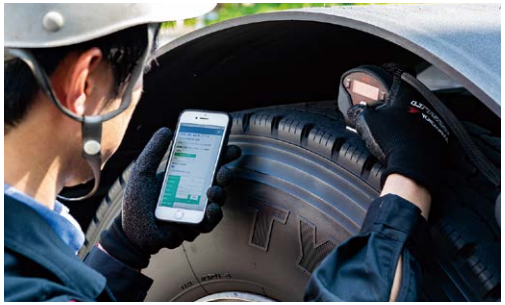
Expansion and Deployment of Digital Transformation Solutions – Optimization of Tire Management –

To achieve our vision of improving customer convenience and efficiency through services enabled by digital transformation, we are strengthening the deployment of our Tire Management System (T.M.S).

T.M.S is a solution for passenger and freight transportation operators that collects data from tire inspections and installed sensors—including data on tire pressure, temperature, and wear conditions—and centrally manages that information in the cloud. By sharing information in a timely manner through the cloud and enabling tire professionals to quickly provide wear forecasts and optimal tire and operational recommendations, T.M.S helps address a variety of challenges facing the transportation industry.

T.M.S Conceptual Framework





Tire inspection using T.M.S

In recent years, the Group has been at the forefront of developing next-generation tire solution technologies, including AI-based tire pressure assessment technology and technologies that enable the remote, real-time visualization of tire pressure, temperature, and wear conditions. By integrating these technologies into the T.M.S platform, we are further enhancing its functionality and capabilities.

In 2025, we launched a new solution service for taxi operators that links tire pressure sensors with T.M.S. This advanced system provides comp rehensive support for safe operation, reducing tire-related costs and workload, and optimizing tire management. Valve-mounted sensors installed on the wheels detect tire pressure and temperature and automatically transmit the data to the cloud, enabling seamless support ranging from pre-operation inspections to real-time monitoring during operation and overall operational management.

Since its launch in 2003, T.M.S has been continually expanded to help solve customers' operational challenges. For fiscal 2026, we have set targets of 50,000 registered vehicles (cumulative) and 450,000 tire inspections annually. As of December 2025, the cumulative number of registered vehicles had reached 53,567, meaning the vehicle registration target had been reached ahead of schedule. The annual number of tire inspections totaled 314,092, representing steady progress toward achieving the fiscal 2026 target.

Overview of the Tire Solution Service for Taxi Operators

