Progress of YX2026: Tire Business (Commercial Tires / TBR)



Tire Business

Commercial Tires / TBR

Supporting the Next Generation of Logistics Infrastructure Through Advanced Technology

In the truck and bus tire market, where new tire makers are emerging,
we are pursuing our "Best Alternative" strategy through a product lineup that is difficult to replicate.
Through this approach, we are strengthening our business foundations in Japan, North America, and Europe.

Fiscal 2025 Results

As Chinese tire makers continue to expand their presence in the truck and bus tire market, we have deliberately positioned ourselves outside direct competition with them and have instead advanced our "Best Alternative" strategy as an alternative to Tier 1 tire makers.

Yokohama Rubber is one of a limited number of major tire makers capable of supplying truck and bus tires with highly durable casings, and we provide tires to the U.S. market that can be retreaded*1 up to three times.

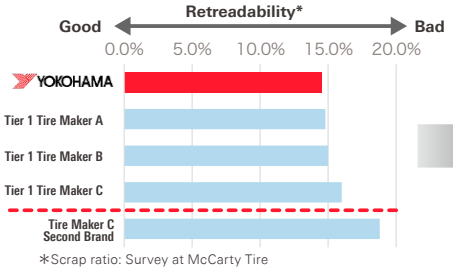
While Tier 1 tire makers offer "lock-in" subscription models through affiliated retread companies that package services covering the entire tire lifecycle from new tire supply through retreading, we specialize in the sale of new tires. As a result, we have earned strong support from major logistics/transportation fleets and large dealers seeking to optimize total operating costs, particularly those that prefer to perform retreading in-house rather than participate in closed, manufacturer-controlled programs.

While Chinese tire makers primarily compete in the low-cost trailer tire segment, where tires are typically replaced rather than retreaded, Yokohama Rubber has earned a strong reputation in the technically demanding steer tire*2 and drive tire*3 segments. This has enabled us to avoid direct competition with Chinese tire makers and establish a position as the "Best Alternative" in the truck and bus tire market.

As a result, we have successfully captured demand from customers seeking alternatives to Tier 1 and expanded sales across our three key markets of Japan, North America, and Europe.

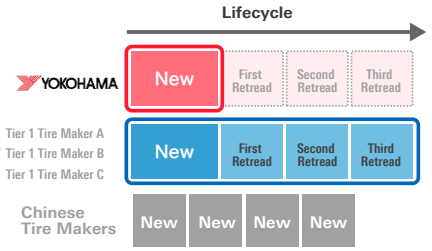
*1 Retreading is the process of restoring a worn tire for reuse by replacing the tread rubber after it has been worn through operation.
*2 Front-wheel/steering tires. These tires feature thin longitudinal tread grooves designed to provide precise handling and effective water dispersal.
*3 Rear-wheel/drive tires. Designed to transmit driving and braking forces effectively to the road surface, they are characterized by large tread blocks and deep, wide grooves.

Retreadability (North America)



*Scrap ratio: Survey at McCarty Tire

Tire Lifecycle Comparison (North America)



Key Initiatives for Fiscal 2026

Following on from fiscal 2025, we will continue advancing our "Best Alternative" strategy in fiscal 2026.

By implementing product and regional business strategies tailored to the characteristics of each market, we will further strengthen our position in our three key markets. In Europe in particular, we will expand our lineup of highly specialized products that require advanced technological capabilities and reinforce our supply and sales structure, nurturing the region into a third pillar alongside Japan and North America. For fiscal 2026, we aim to increase annual truck and bus tire sales across all regions by 4% year on year.

Launch of the BluEarth 722L All-Season Tire

In March 2025, we launched the BluEarth 722L, a fuel-efficient all-season tire for trucks and buses designed for long-distance transportation in the Japanese market.

The tire was developed to help customers reduce transportation costs on long-haul routes along expressways and other major highways, by delivering an advanced balance of excellent fuel efficiency, wear resistance, and resistance to uneven wear. In addition, its tread is designed to retain a large number of sipes (small surface slits) even as the tire wears, helping support safe operation on wet roads throughout the tire's service life, from new to worn.



Since November 2024, Yokohama Rubber has participated in public-road demonstration testing aimed at realizing trunk-route transportation services using Level 4 autonomous trucks being developed by T2 Inc.*4, 5 As part of this initiative, we have been conducting tire evaluations using the BluEarth 722L.

*4 Level 4 autonomous driving refers to automated driving systems able to perform all driving tasks within a limited operational domain that satisfies specific operating conditions.
*5 Trunk-route transportation refers to the efficient movement of large volumes of freight through the principal transportation routes and networks used for long-distance logistics.



A T2 autonomous truck equipped with BluEarth 722L tires