

# PRESS RELEASE

# YOKOHAMA

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For immediate release

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## Yokohama Rubber's c.drive High-Performance Tire to Debut in Europe

Tokyo (March 2, 2004)–Yokohama Rubber Co., Ltd., announced today that the high-performance c.drive tire will debut in Europe in March. This will be the first in the “drive” series of tires. Sales of c.drive will eventually extend to other regions apart from Japan and North America. It will be available in 37 sizes, from 185/65R14 86H to 235/45R17 97W.

c.drive will be a strategic tire that meets the exacting handling requirements of European drivers and delivers superior wet grip and comfort. It incorporates the proprietary asymmetric “Full Logic Tread Pattern” and is based on the company’s “lifetime comfort” concept minimizing noise throughout the life of a tire while optimizing handling on dry and wet surfaces. The tire employs the new “Micro Flexible Compound” to dramatically improve grip in the dry and wet by enlarging contact area with the road. The company aims to expand its share of the European market through the “drive” tire series.

\* The name “drive” reflects the company’s focus on driving pleasure, driving entertainment, and driver’s tire.

Yokohama Rubber’s broad tire lineup has been very well received in Europe. The range includes the ultra-high-performance AVS Sport, AVS dB for superior quietness and drivability, AVS WINTER, and the AVS S/T type-1 for sport utility vehicles.



High-performance c.drive tire.

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## Available Sizes

Inch	Series	Size	Inch	Series	Size	
17	45	235/45R17 97W	15	50	195/50R15 82V	
		225/45R17 94W			195/50R15 82H	
		215/45R17 91W		55	195/55R15 89V	
	215/50R17 95W	185/55R15 82V				
	50	205/50R17 93W		60	225/60R15 96V	
205/50R16 87W		215/60R15 98V				
16	45	225/50R16 92W			205/60R15 91V	
		50			205/50R16 87W	205/60R15 95H
					195/50R16 88V	195/60R15 88V
					225/55R16 99W	195/60R15 88H
	55	215/55R16 97W	185/60R15 88H			
		205/55R16 91W	65	215/65R15 100H		
		205/55R16 94V		205/65R15 94V		
		195/55R16 87V		205/65R15 99H		
		60		225/60R16 98W	195/65R15 91V	
215/60R16 99V	195/65R15 95H					
205/60R16 92V	185/65R15 88H					
14	60	195/60R14 86H	65	185/60R14 82H		
		185/60R14 82H		185/65R14 86H		
	65	185/65R14 86H				