

# NEWS RELEASE

# YOKOHAMA

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## Yokohama Rubber to Exhibit ADVAN Global Flagship Brand at 75th Geneva Motor Show

Tokyo – The Yokohama Rubber Co., Ltd., will participate in the 75th Geneva Motor Show, which runs from March 1 through 13. (March 1 and 2 will be press days). The company will highlight ADVAN, its new global flagship brand.

The Geneva Motor Show celebrates its 100th anniversary this year. The company will emphasize its policy for the ADVAN brand and its goal of developing the world's best tires and present its first ADVAN models, notably the ADVAN Sport for super sports cars and the ADVAN S.T. for next-generation sport utility vehicles (SUVs). The ADVAN Sport ensures stable handling at speeds exceeding 300 km/h. A 20-inch version that Yokohama Rubber developed is exclusive original equipment on the Continental GT, the world's fastest four-seater coupe, which Bentley Motors released last year. The ADVAN S.T. ensures stable handling for the low centers of gravity of next-generation SUVs at up to 300km/h. The Gemballa Cayenne, which will be exhibited at the show, is fitted with 22-inch ADVAN S.T. tires. Yokohama Rubber will also exhibit its safety support technologies at the show, including its Zero Pressure System, Support Ring Runflat System, and tire pressure monitoring system for passenger cars.

Since last year, Yokohama Rubber has positioned ADVAN as a global brand that delivers the ultimate in performance. All flagship tire development, motorsports activities, and joint tire development with leading carmakers and tuners is now under the ADVAN marque. The company will exhibit ADVAN at other top automotive events around the globe, including the Paris Motor Show, the Sao Paulo Motor Show, and the SEMA Show.



Conceptual drawing of Yokohama Rubber booth highlighting ADVAN brand

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