

NEWS RELEASE

YOKOHAMA

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For immediate release

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Yokohama Rubber to Exhibit at 76th Geneva Motor Show

Tokyo - The Yokohama Rubber Co., Ltd., will participate in the 76th Geneva Motor Show, which runs from February 28 through March 12. (February 28 and March 1 will be press days.)

At its booth, Yokohama Rubber will present the first models of its global flagship brand “ADVAN,” focusing on the ADVAN Sport for super sports cars, allowing stable handling at speeds in excess of 300 km/h, and the ADVAN S.T., for next-generation sport utility vehicles (SUVs). The company will also present tires fitted as standard equipment on the world’s leading super-performance cars, including Bentley’s Continental GT, Porsche’s 911 Carrera 4, and Gemballa’s BITURBO RV-GTR600, a model of tuning cars based on Porsche’s Cayenne. fully highlighting the “high-performance” of ADVAN tires to the world. At the show, Yokohama Rubber will also introduce for the first time its new-generation driving tire “S.drive.” The company plans to present it as a “.drive” series, joining its existing “C.drive” and “A.drive,” which are already receiving high praise, particularly in Europe.

The Geneva Motor Show is an international event with history dating back to 1905. Each year approximately 300 companies in the auto industry exhibit cars, automotive parts, production-related equipment, and products and supplies for repair and maintenance.



Conceptual drawing of the Yokohama Rubber booth

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