

NEWS RELEASE



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Yokohama Tires Fitted as Original Equipment on Audi A7 Sportback

Tokyo – The Yokohama Rubber Co., Ltd., announced today that its ADVAN Sport tire for high powered saloon cars, in its global flagship brand “ADVAN” line, has been fitted as original equipment on the Audi A7 Sportback, a premium luxury 4-door coupe from the German manufacturer Audi. Tire sizes are 265/35R20 99Y XL (extra load) for both front and rear. The Audi A7 Sportback is being released in Europe in the autumn in 2010 and worldwide in 2011. The A7 Sportback is the fourth Audi model to have Yokohama tires fitted as original equipment, joining the S6 and S8 in Audi’s top-class S series, and the Audi Q7, a large, high-performance SUV.

Being the first model in Audi’s A7 series developed for a new market segment, the A7 Sportback is a premium model in comparison with the current A3 and A5. The sporty elegance of a coupe, the comfort of a sedan and the practicality of a station wagon are fused into the A7 Sportback to deliver sporty driving, a high level of a comfortable, quiet ride. There are four V6 engine options: two gasoline units and two diesel units (204 hp - 300 hp). The base price in Germany is about 51,000 euro (about 5,800,000 yen).

The tire fitted to the Audi A7 Sportback was developed jointly with Audi based on Yokohama Rubber’s “ADVAN Sport” and bears the mark “AO” (Audi Original) on its sidewall, indicating approval of the tire by Audi. ADVAN Sport tires provide stable running at extreme speeds of over 300 km/h, together with good dry and wet grip, braking, and a comfortable, quiet ride, etc. In addition, the newly fitted tires are environmentally friendly, with improved wear and reduced rolling resistance – another environmentally sound product to which Yokohama Rubber is committed. They have been adopted as original equipment for the Audi S8, the Porsche 911 Carrera 4 and Cayenne, Bentley Motors’ Continental series, and AMG models from Mercedes-Benz.



ADVAN Sport on audi A7 Sportback

ADVAN is a flagship brand embodying Yokohama's global concept and is sold in Japan and other countries. Currently four lines are available – “ADVAN Sport” for high-powered saloon cars, “ADVAN S.T.” for new generation SUVs, “ADVAN NEOVA AD08” for street sport vehicles, and “ADVAN A050” for competitive sports. In January 2011, the premium comfort tire “ADVAN dB” released in Japan in July 2009 will be marketed as well in Asia, Oceania, Central and South America, and Africa.

Yokohama Rubber is also active in joint development with leading global car manufacturers and tuners under the brand name “ADVAN.” Recognized for their high levels of performance and quality, the ADVAN Sport comes standard as original equipment on some of the world's leading high-performance automobiles. In motor sports, the ADVAN racing tires have been the designated control tires since 2006 for the FIA World Touring Car Championship (WTCC), the world's top touring car competition.