

NEWS RELEASE



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Yokohama Rubber's Tires Approved for New Porsche Cayenne

Tokyo - The Yokohama Rubber Co., Ltd., announced that its premium ADVAN Sport tire has been approved by Dr. Ing. H.c.F. Porsche AG as original equipment tires for the new model of its prestige SUV "Cayenne." Tire sizes to be supplied are 275/45R20 110Y XL (extra load) and 295/35R21 107Y XL (extra load). ADVAN Sport tires were also used on first-generation Cayennes. The new Cayenne is released around the world in 2010.

The ADVAN Sport models for the new Cayenne were jointly developed by Porsche and Yokohama Rubber and bear "N-0" and "N-1" markings on the sidewalls indicating Porsche's approval. Designed to perform stably at speeds in excess of 300 km/h, the ADVAN Sport lineup perfectly balances high-speed stability, comfort, handling and braking in wet and dry conditions. The tires have been adopted for high-performance cars including the Porsche 911 Carrera 4, Audi S8 and Bentley Continental, as well as various models from Mercedes-AMG.

The ADVAN brand symbolizes Yokohama Rubber's global concept, under which the company is committed to aggressive execution of all its activities, including co-development of flagship tire products, participation in motor sports and collaboration with the world's leading automakers and tuners. The ADVAN brand embodies the company's spirit of pursuing the ultimate in performance and quality. Yokohama Rubber intends to continue showcasing ADVAN brand products for consumers around the world.



"ADVAN Sport" for the new Cayenne