

August 22, 2011
For immediate release

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Yokohama Tires Fitted as Original Equipment on Mazda's New Compact Car Demio

Tokyo – The Yokohama Rubber Co., Ltd., announced today that it has begun delivery of its ASPEC A349 BluEarth tires developed based on its new eco tire BluEarth concept for installation as original equipment (OE) on Mazda Motor Corporation's new compact car Demio. The tire size for the Demio is 175/65R14 82S. Vehicles fitted with ASPEC A349 BluEarth tires went on sale on June 30, 2011.

Yokohama Rubber's BluEarth is a global concept to be developed around the world under the theme of making "environmentally, human and socially friendly" tires. In order to improve environmental performance and reduce specific burdens on drivers, passengers and surrounding living environments, various new technologies have been developed and incorporated into its products. With the basic designs and material compounding technology of BluEarth, the ASPEC A349 BluEarth achieves excellent fuel economy as well as highly balanced driving performance, safety and comfort. The BluEarth concept mark appears on the side of each tire.

The latest Demio represents the evolution of driving enjoyment and a comfortable ride, and the lineup now includes a model equipped with the newly developed SKYACTIV engine. It offers a comfortable ride and delivers outstanding fuel economy of 30.0km/L (10-15 mode) and 25.0km/L (JC08 mode).

〈Fitted Tires〉

Tire size: 175/65R14 82S

Tire pattern: ASPEC A349 BluEarth



New Demio



ASPEC A349 BluEarth