

NEWS RELEASE



THE YOKOHAMA RUBBER CO., LTD.
36-11, Shimbashi 5-chome, Minato-ku,
Tokyo 105-8685, Japan

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Contact:
Corporate Communications Dept.
Phone: 81-3-5400-4531
Fax: 81-3-5400-4570

YOKOHAMA's "BluEarth" is Factory-Equipment on New "LEXUS IS" Models

Tokyo - The Yokohama Rubber Co., Ltd., announced today that it has begun deliveries of its "BluEarth E51" as original equipment (OE) tires for the latest models in the "Lexus IS" sports sedan series. Tire size for the new models is 225/45R17 91W.

"BluEarth" is YOKOHAMA's "environmentally, human and socially friendly" global tire brand realizing not only excellent environmental performance, but reducing specific burdens on drivers, passengers and surrounding living environments – "friendly" performance. The "BluEarth E51" delivers a refined balance of high-level driving performance, safety and comfort suitable for sophisticated sports sedans, along with improved fuel efficiency.

Having undergone a full model change, the new "Lexus IS" achieves excellent driving performance combined with sporty interiors and exteriors. A hybrid model – the "IS300h" – boasting advanced environmental performance, has been added to the lineup.

YOKOHAMA is actively engaged in development of replacement and OE tires based on its "BluEarth" technology. Its "BluEarth" OE tires are factory-installed on many of the latest eco-friendly cars. Two "BluEarth" replacement tire lines are also available: the eco flagship tire "BluEarth-1" for specific markets and the standard tire "BluEarth AE-01." Other replacement tire brands available from YOKOHAMA also incorporate the company's unique "BluEarth" technology.



"BluEarth E51"



New "LEXUS IS"