

NEWS RELEASE



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

August 28, 2015
For immediate release

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

YOKOHAMA tire to Come Factory-Equipped on New Mazda MX-5

Tokyo - The Yokohama Rubber Co., Ltd., announced today that its “ADVAN Sport V105” has been selected as original equipment on the new Mazda MX-5 two-seater lightweight convertible sports car. The supplied tire size is 195/50R16 84V.

The “ADVAN Sport V105” is representative of the global flagship “ADVAN” brand’s high performance. In addition to delivering excellent driving performance, the tire provides an unmatched balance of superior comfort and safety characteristics. YOKOHAMA tires have been original equipment on the Mazda MX-5 since the model’s launch, and adoption of the “ADVAN Sport V105” for the new model continues this proud history.

In addition to featuring Mazda’s proprietary SKYACTIV TECHNOLOGY and KODO-Soul of Motion design, the fourth-generation MX-5 delivers the sensations of lightness, openness, and direct response to the driver’s intentions to advance the pleasure of Jinba-ittai (literally, horse and rider as one) driving.



“ADVAN Sport V105”

*Tire shown is a different size from tires used on
new Mazda MX-5
(Wheel shown is not original equipment)*



“New Mazda MX-5”

The photo above is used with the permission of Mazda Motor Corporation. Reprint or other usage of this image without prior permission from Mazda Motor Corporation is strictly prohibited.