

# NEWS RELEASE



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## **YOKOHAMA tire to Come Factory-Equipped on New Mazda CX-3 Sold in North America**

Tokyo - The Yokohama Rubber Co., Ltd., announced today that its “AVID S34” has been selected as original equipment on Mazda Motor Corporation’s new compact crossover SUV, Mazda CX-3, in the North American market. Two tire sizes are being supplied: P215/60R16 94H and P215/50R18 92V.

The “AVID S34” was developed by Yokohama Rubber by applying the basic design and materials technology used in the Company’s “BluEarth” global tire brand, which is based on the concept of “environmentally, human, and socially friendly,” to YOKOHAMA’s North American AVID brand of all-season passenger car tires. The “AVID S34” contributes to higher fuel efficiency while also providing superior drivability and safety.

The all-new CX-3 features the full range of Mazda’s proprietary SKYACTIV TECHNOLOGY and KODO-Soul of Motion design. It combines a high-quality, stylish design with dimensions and clever packaging that make it easy to use in any situation, and performance that makes driving genuinely fun.

Yokohama Rubber is aggressively pursuing tire development based on its advanced “BluEarth” tire technology, and the resulting tires are increasingly being adopted as original equipment on many new model eco-cars and hybrid vehicles.



**“AVID S34”**

*Tire shown is a different size from tires  
used on Mazda CX-3  
(Wheel shown is not original equipment)*



**“New Mazda CX-3”**

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