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For immediate release

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YOKOHAMA Tires to Come Factory-Equipped on New Toyota Vitz/Yaris

Tokyo—The Yokohama Rubber Co., Ltd., announced today that it has begun supplying tires to Toyota Motor Corporation as original equipment for the automaker's all-new Vitz (for Japanese market)/Yaris (for other markets), which was launched on January 12. The new Vitz/Yaris, being sold in Japan, Australia and New Zealand, comes equipped with one of three YOKOHAMA tires—the “YOKOHAMA dB E70” (tire size = 195/50R16 84V), the “BluEarth E70” (175/70R14 84S) or the “S73” (165/70R14 81S).

The “YOKOHAMA dB E70” is an OE tire that was developed with an emphasis on quietness. In addition to providing a highly quiet ride, the “YOKOHAMA dB E70” is a highly rigid tire that delivers superior stability and a comfortable ride while contributing to the vehicle's low fuel consumption. The “BluEarth E70” and the “S73” feature the basic design and materials technology used in the Yokohama Rubber's “BluEarth” global tire brand, which is based on the concept of “environmentally, human, and socially friendly”. The tires deliver a safe, comfortable ride while enhancing the vehicle's fuel efficiency. They are ideal summer tires for passenger cars.

Yokohama Rubber is aggressively developing tires employing its leading-edge “BluEarth” tire technology, and many of these tires have been adopted by automakers as original equipment, especially on new eco cars and hybrid vehicles.



*From left to right, the “YOKOHAMA dB E70”,
“BluEarth E70”, and “S73”
Sizes shown are different from those used as OE on Toyota's Vitz/Yaris*