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For immediate release

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## **Yokohama Rubber to release its most silent tire ever, Premium comfort tire “ADVAN dB V552”**

Tokyo—The Yokohama Rubber Co., Ltd., today announced that it will begin marketing the “ADVAN dB V552”, the latest addition to the company’s global flagship brand “ADVAN”, in Asian markets from this November. The “ADVAN dB V552” initially will be available in a total of 24 sizes, ranging from 265/35R18 97W XL to 155/65R14 75H. The Company plans to gradually expand the lineup of available tire sizes.

Note: Available tire sizes will vary from country to country.

The “ADVAN dB V552”, the successor to the “ADVAN dB” that launched in 2009, is a premium comfort tire that was developed based on the concept of “an unprecedentedly silent tire that changes the in-car atmosphere.” Seeking to develop a tire with unprecedented silent performance that realizes an amazingly calm in-vehicle atmosphere and delivers a more pleasant in-car experience to drivers, YOKOHAMA has succeeded in reducing tire noise energy. The ADVAN dB V552’s enhanced silence is the result of a meticulous redesign that included a review all design elements—including pattern design, profile shape, internal structure, type of parts, size of parts, and surface contact configuration—from a zero basis unbiased by past designs. In addition, the tire’s wet grip performance and fuel efficiency have been greatly improved by the application of a newly developed compound that raises the dispersibility of silica.

Note : Use of “unprecedentedly” and “unprecedented” above refers to tires developed and marketed to date by Yokohama Rubber.

The “ADVAN dB V552” size lineup will be expanded to meet expectations for a more silent ride from drivers of a wider variety of vehicles, from premium sedans to premium minivans, electric vehicles, hybrids, and compact cars.

Yokohama Rubber plans to display the tire at its booth at the 45<sup>th</sup> Tokyo Motor Show 2017, to be held at the Tokyo Big Sight from October 25 to November 5 (open to the general public from October 28).



## Available Sizes

| Inches | Profile (%) | Tire size      |
|--------|-------------|----------------|
| 18     | 35          | ☆265/35R18 97W |
|        | 40          | 245/40R18 93Y  |
|        | 45          | 225/45R18 91W  |
|        | 50          | 235/50R18 97W  |
| 17     | 45          | ☆215/45R17 91W |
|        |             | 225/45R17 91W  |
|        | 50          | ☆215/50R17 95V |
|        |             | 225/50R17 94W  |
|        | 55          | 215/55R17 94W  |
|        |             | 225/55R17 97W  |
| 16     | 55          | 195/55R16 87V  |
|        |             | 205/55R16 91W  |
|        | 60          | 205/60R16 92V  |
|        |             | 215/60R16 95V  |
|        |             | 225/60R16 98W  |
| 15     | 55          | 165/55R15 75V  |
|        |             | 195/55R15 85V  |
|        | 60          | 185/60R15 84H  |
|        |             | 195/60R15 88H  |
|        | 65          | 175/65R15 84H  |
|        |             | 185/65R15 88H  |
|        |             | 195/65R15 91H  |
|        |             | 205/65R15 94H  |
| 14     | 65          | 155/65R14 75H  |

☆ indicates extra-load (XL) tire