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For immediate release

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Yokohama Rubber starts new OE partnership with leading German Automotive Manufacturer “ADVAN” to Come Factory-Equipped on New BMW X3

Tokyo—The Yokohama Rubber Co., Ltd., announced today that it is now supplying its global flagship “ADVAN Sport V105” tires to Germany’s BMW Group for use as original equipment on the automaker’s new X3 model. The new BMW X3, which debuted in November 2017 in North America and will be released gradually in markets around the world, will come equipped with tires in one of two sizes—225/60R18 104W or 245/50R19 105W, the latter of which features Yokohama Rubber’s run-flat technology. This marks the first time that Yokohama Rubber has supplied tires as original equipment for a BMW model.

The “ADVAN Sport V105” is a high-performance tire developed by Yokohama Rubber primarily for use on high-power premium automobiles. The tire delivers excellent driving performance combined with superior comfort and safety characteristics. The tires being supplied for the new BMW X3 were jointly developed with BMW and bear the German automaker’s star marking of approval on the tire sidewall. In addition to being selected as original equipment for the BMW Group, the “ADVAN Sport V105” also comes factory-installed on topline high-performance models from other leading global automakers.

Yokohama Rubber also supplies its high-performance racing tires to BMW racing teams that to date have achieved great success on YOKOHAMA tires. Schnitzer Motorsport’s BMW M3 captured the first World Touring Car Championship in 1987 and also won the European Touring Car Championship in 1988. BMWs running on YOKOHAMA tires have also won a combined total of five 24-Hours Nürburgring and Spa-Francorchamps 24 Hours races, two of the world’s elite road endurance races. In Japan, a BMW 635CSi running on YOKOHAMA tires captured the first All-Japan Touring Car Championship Class 3 title in 1985. GSR&Studie with Team Ukyo captured the GT300 class series championship in the 2011 SUPER GT series. Studie AG has been a BMW support team since 2014 and has been a BMW works team since 2016. Yokohama Rubber provided support from 2008 to 2017.



*The “ADVAN Sport V105” installed on the new BMW X3
Left: 225/60R18 104W; right: 245/50R19 105W*