

NEWS RELEASE



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Yokohama Rubber to Launch Spectacular Mud Terrain Tire for SUVs and Pickup Trucks, the GEOLANDAR M/T G003 in Europe

Tokyo – The Yokohama Rubber Co., Ltd., announced today that it will begin European sales of the “GEOLANDAR M/T G003”, mud terrain tire in its GEOLANDAR brand of tires for SUVs and pickup trucks, from this spring. The tires, to be introduced to specific country markets sequentially, will be available in 23 sizes, from 20-inches to 15-inches with POR (Professional Off-Road) stamped on the tires’ sides. The same tire has been sold in United states since July 2017.

The “GEOLANDAR M/T G003” seeks to provide off-road driving enthusiasts with tires that deliver the ultimate performance on every off-road scene, from mud to rock, dirt and gravel. In addition, the Company constantly seeks to extend the tires’ useful life by enhancing their durability and wear resistance. The “GEOLANDAR M/T G003” therefore is a total upgrade from its predecessor, featuring a new tread pattern, side design, profile, construction and rubber compound, all based on technological feedback received from participants in the most-demanding off-road races around the world. Tread pattern and the side block are particularly important parts of off-road tires. The tread pattern of “GEOLANDAR M/T G003” includes large mesh lug grooves and sequential sipes that help the tire achieve excellent traction on various off-road surfaces. In addition, the “GEOLANDAR M/T G003” has a thickened side with an aggressive side block in the upper part of the tire’s side. This side block increases cut and wear resistance. The “GEOLANDAR M/T G003” development team’s dedication to creating a design that strengthens the vehicle’s off-road image has resulted in an aggressive-looking tire that fulfills users’ needs to enjoy off-road driving in a dressed-up vehicle. On-road performance was not overlooked, and the “GEOLANDAR M/T G003” maintains the quiet, comfortable ride on the highway and city streets achieved by its predecessor.

“GEOLANDAR” is YOKOHAMA’s global brand for SUVs and pickup trucks. Given the growing global popularity of SUVs and pickup trucks in recent years, Yokohama Rubber has accelerated its development and introduction of new additions to the “GEOLANDAR” series. The introduction of the “GEOLANDAR M/T G003” is aimed at expanding sales of higher-value-added tires that are increasingly the choice of today’s drivers of SUVs and pickup trucks. The “GEOLANDAR” brand also includes “GEOLANDAR A/T G015”, an all-terrain tire; the “GEOLANDAR H/T G056”, a highway tire for midsize and large SUVs; and the “GEOLANDAR SUV”, for urban crossovers and small/midsize SUVs. The “GEOLANDAR M/T G003” further expands the brand’s lineup to meet the needs of a wider and more diverse group of users.



Available Sizes

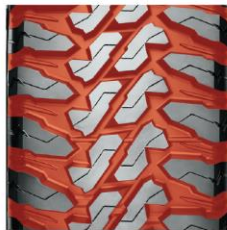
Inches	Tire Size
20	35×12.50R20 121Q
	33×12.50R20 114Q
18	33×12.50R18 118Q
17	LT235/80R17 120Q
	LT245/75R17 121Q
	LT255/75R17 111Q
	LT265/70R17 121Q
	LT285/70R17 121Q
	LT295/70R17 121Q
	33×12.50R17 120Q
	35×12.50R17 121Q
16	185/85R16 105N LT
	205R16C 110Q
	LT225/75R16 115Q
	LT235/85R16 120Q
	LT245/75R16 120Q
	6.50R16 97QLT
15	LT215/75R15 100Q
	LT235/75R15 104Q
	30× 9.50R15 104Q
	31×10.50R15 109Q
	32×11.50R15 113Q
	33×12.50R15 108Q

Tread Pattern Delivers Superior Off-Road Performance



1 LARGE MESH LUG GROOVE

Suppressing noise on muddy and rocky surfaces, while digging in to give you even greater traction.



4 AGGRESSIVE SIDE BLOCK

Improving side-cut resistance and delivering effective traction even in deeper mud.



2 SEQUENTIAL SIPE

Offering optimum traction on hard ground and wet road surfaces.



5 INTEGRATED DESIGN CONCEPT

Expressing the free spirit of off-roading for SUVs and pick-ups.



3 MUD & STONE EJECTOR

Reducing damage to groove bottoms from rocky surfaces, allowing the tires to dig deeper and keep you on track.

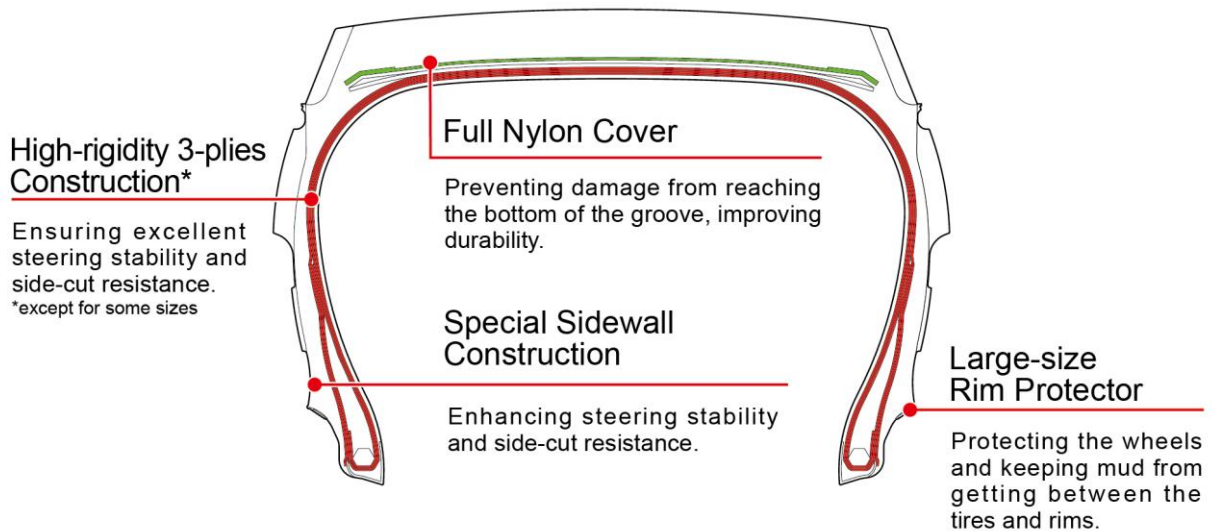


Special Construction Increases Durability

Real Off-roader Structure, Backed by Competitive Racing Experience.

Anything can happen in an off-road run – rocks cropping up suddenly in mud, trees and bushes obscuring your visibility... to name just a couple of examples.

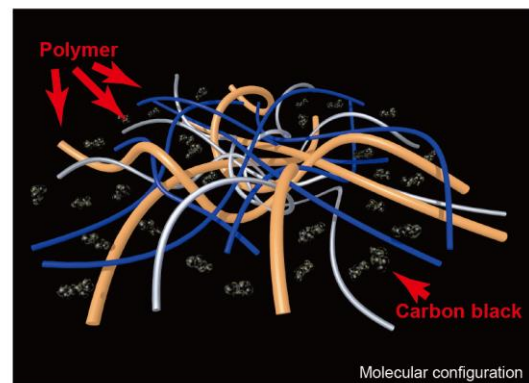
To give you the flexibility to respond to whatever comes up, the “GEOLANDAR M/T G003” is designed not only to maximize traction on off-road surface, but also for toughness and durability. Our designers drew on feedback from real racing experience to create an off-road tire you can depend on in the most challenging situations.



New Compound and Profile Enhance Traction and Wear Resistance

Achieves both wear resistance and durability.

The compound design enhances the GEOLANDAR M/T G003's performance by using a polymer blend to maximize polymer's characteristics and a carbon black to achieve an optimal balance among those characteristics.



Delivers excellent traction and reduces uneven wear.

Enlarged Contact Area

The “GEOLANDAR M/T G003” seeks not only traction performance on and off the road, but also improved durability.

