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For immediate release

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Yokohama Rubber to Launch European Sales of “GEOLANDAR X-CV”, Highway Terrain Tire for High-Performance Crossover SUVs

Tokyo – The Yokohama Rubber Co., Ltd., announced today that it will begin European sales of the “GEOLANDAR X-CV*”, a highway terrain tire in its GEOLANDAR brand for SUVs, from this spring. The tire will be available in 23 sizes, ranging from 275/40R22 108W to 255/55R18 109W.

*The “CV” in GEOLANDAR X-CV is short for crossover vehicles

The “GEOLANDAR X-CV” is a new highway terrain tire developed specifically for the increasingly popular midsize and large monocoque-structure high-performance crossover SUVs that emphasize high-speed performance and drivability. While delivering the safety, comfort, durability and fuel efficiency ideal for these SUVs, the “GEOLANDAR X-CV” also has the M+S designation. In addition, all tire sizes have the “W” speed rating that indicates they are approved for speeds up to 270km/h.

The tire’s specially developed asymmetric tread pattern features four wide straight grooves and 2-3D combination sipes. This pattern and a tread compound that is based on a high-silica compound combine to deliver safety and durability through superior wet-braking performance and abrasion resistance as well as greater fuel efficiency. In addition to the asymmetric tread pattern, the tire’s unique structure that combines high rigidity with high durability increases stability when running at high speeds, making for a comfortable ride while driving vigorously on long highway road trips. The tread block’s five pitch variation suppresses annoying pattern noise, contributing to a quieter ride. The new “GEOLANDAR X-CV” surpasses the performance of YOKOHAMA’s “PARADA Spec-X (PA02)” in many areas, including an 8% improvement in wet braking, 3% advantage in wet handling stability, 23% less road noise and 2% less pattern noise (comparisons of noise energy reduction rates), and 3% reduction in rolling resistance.

GEOLANDAR is YOKOHAMA’s global brand for SUVs and pickup trucks. YOKOHAMA is accelerating its introduction of new additions to the brand to meet diversifying needs in the SUV market in recent years. In addition to the “GEOLANDAR X-CV” and the recently introduced “GEOLANDAR X-MT”, a mud-terrain tire with a high hobby orientation, the GEOLANDAR brand includes the mud-terrain tire “GEOLANDAR M/T G003”, the all-terrain “GEOLANDAR A/T G015”, the “GEOLANDAR H/T G056” highway tire for midsize and large SUVs, and the “GEOLANDAR SUV” for urban crossovers and small/midsize SUVs.



Available Sizes

Inches	Aspect ratio	Tire size
22	40	265/40R22 106W
		275/40R22 108W
21	35	295/35R21 107W
	40	275/40R21 107W
		295/40R21 111W
	45	265/45R21 104W
275/45R21 110W		
20	40	275/40R20 106W
	45	235/45R20 100W
		255/45R20 105W
		265/45R20 108W
		275/45R20 110W
	50	255/50R20 109W
		265/50R20 111W
		275/50R20 113W
55	255/55R20 110W	
19	45	235/45R19 99W
	50	255/50R19 107W
		265/50R19 110W
	55	235/55R19 105W
		255/55R19 111W
		275/55R19 111W
18	55	255/55R18 109W

Asymmetric tread pattern enhances stability at high speeds and wet performance



1 Asymmetric tread pattern

Outside second rib and inside shoulder enhance wet performance. Center section and outer shoulder have been optimized for better dry performance.



3 Dynamic side design

The side design delivers a strong impression of the GEOLANDAR identity. In addition, its flat design expresses an urban sophistication.



2 2-3D combination sipes

2D and 3D sipes elevate edging effect while ensuring tread's rigidity. Delivers better traction on wet and snow-covered roads.

— 2D sipe — 3D sipe



4 Four wide straight grooves

The tread's four wide straight grooves improve water evacuation, helping to prevent hydroplaning while securing more stable handling on wet roads.



Five-pitch variation contributes to quieter ride

The tire's block features an optimally placed five-pitch variation that contributes to a quieter ride. The five-pitch variation reduces annoying pattern noise by distributing the peak frequencies that occur when the block edge makes contact with the road.

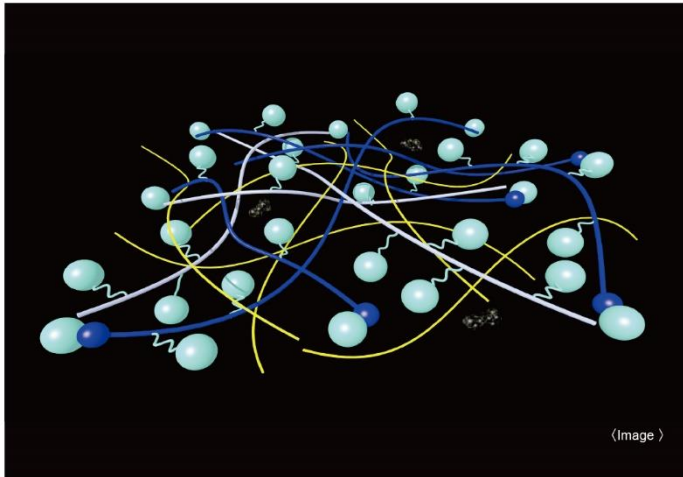
■ Five-pitch variation pattern



(Image)

High-silica & high-performance compound enhances wet performance and abrasion resistance

To ensure superior wet performance and high abrasion resistance, the tire's rubber is based on a high-silica compound. In low temperature conditions, tire tread rubber tends to harden, which negatively impacts handling and drivability. The new compound keeps the tread soft and supple even when running on cold roads, enabling the tires to sustain firm traction and a high grip performance.



■ Nano blend rubber

The blending of numerous polymers creates a compound that enhances the tire's wet performance, abrasion resistance, and fuel efficiency.

■ Micro silica

Use of a high-grade micro silica enhances wet performance and the tread's rigidity on dry roads, contributing to stable handling.

■ Silica-dispersing agent

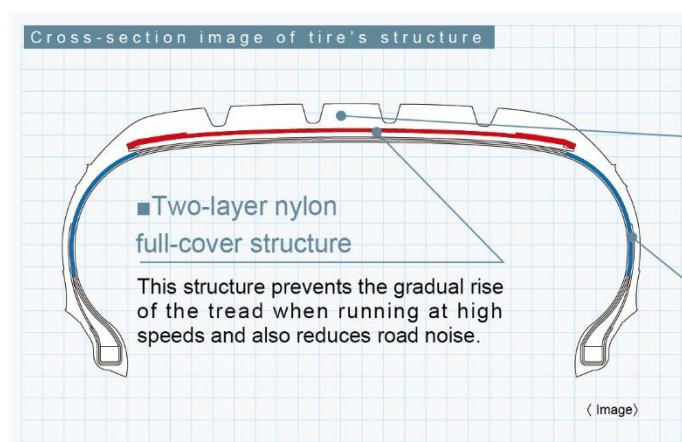
Use of a silica-dispersing agent promotes dispersion and homogenization of the silica in the compound. The agent was adopted to distribute more silica more uniformly.

Unique highly rigid structure transmits stable feeling when driving at high speeds

Unique highly rigid structure transmits stable feeling when driving at high speeds.

To enable more proactive highway driving, the tire uses a specially developed structure that is both highly rigid and yet highly durable. The sidewall's two-ply construction increases rigidity, which helps realize stable handling.

The tread's use of a two-layer nylon full-cover structure helps prevent the tire from changing shape when moving at high speeds and also reduces road noise.



Tire's tread and sidewall both feature a finely tuned, special structure.

■ Low-heat generating base rubber

The tread rubber is a two-layer structure that uses an energy loss-reducing rubber in the bottom layer. This contributes to higher fuel efficiency.

■ Two-ply sidewall structure

The sidewall's two-ply structure ensures the tire's rigidity and suppresses shaking and wobbling when changing lanes on the expressway.

* Structure varies with tire size.

Unique profile design enhances tire's safety and enhances resistance to uneven wear

The tire's specially designed profile results in a wider and flatter ground contact area that realizes more uniform ground pressure. The wider ground contact area also reduces uneven tire wear and enhances the tire's safety attributes. The flatness of the ground contact surface from the tire's center to its shoulder reduces uneven wear.



GEOLANDAR X-CV



Conventional tire (PA02)