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For immediate release

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Yokohama Rubber to begin European sales of “GEOLANDAR X-MT” mud-terrain tire for SUVs and pickup trucks with high hobby usage

Tokyo – The Yokohama Rubber Co., Ltd., announced today that it will begin European sales of the “GEOLANDAR X-MT”, a mud-terrain tire in its GEOLANDAR brand of SUV and pickup truck tires, from this spring. The tire will be available in six sizes—35×12.50R20 LT 121Q to 7.00R16C 108/106N. The “GEOLANDAR X-MT” was introduced previously in the North American market and has enjoyed a favorable response in a market where SUVs and pickup trucks are highly popular.

The “GEOLANDAR X-MT” was developed as a more hobby-oriented version of the “GEOLANDAR M/T G003” that was introduced in Europe in spring 2018. The “GEOLANDAR X-MT” delivers an even better performance on off-road terrain, including rocky trails. The tire design is based on the “rock concept”, which replicates an image of rocks in nature. This concept has generated the “rock concept tread”, a large side block and the GEOLANDAR brand logo and enhances the vehicle’s off-road image. The “GEOLANDAR X-MT” off-road performance exceeds that of the “GEOLANDAR M/T G003”. The “GEOLANDAR X-MT”’s wide lug groove pattern delivers superior traction on various terrains, and its large side block contributes to better drivability on rough roads. In addition to enhancing the vehicle’s off-road performance, the “GEOLANDAR X-MT” minimizes off-road noise. Its response to drivers’ needs for greater off-road performance is making the “GEOLANDAR X-MT” a core tire in YOKOHAMA’s GEOLANDAR brand of high-value-added tires preferred by discerning users.

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-MT” and “GEOLANDAR M/T G003” mud-terrain tires and the recently introduced new highway terrain “GEOLANDAR X-CV”, the GEOLANDAR brand also includes the “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.

Yokohama Rubber has established its hobby tire strategy as one of core elements of the broader consumer tire strategy included in the Company’s three-year medium-term management plan, Grand Design 2020 (GD2020), implemented from 2018. In line with its hobby tire strategy, the Company is accelerating the development of new products and expanding the size lineup of existing products suitable for use with various types of hobby vehicles, from race cars to classic cars.



Available sizes

Inches	Tire size
20	35×12.50R20 LT 121Q
17	35×12.50R17 LT 121Q
	37×13.50R17 LT 121Q
	40×13.50R17 LT 121Q
16	7.00R16C 108/106N
	7.50R16C 116/114N

Product concept

- Delivers excellent off-road performance on various terrains, such as deep mud, dirt, and rocky roads.
- “Rock design” enhances the vehicle’s off-road image.

Product features

- Rock concept tread
Uses design concept based on image of rocks in nature. Enhances vehicle’s off-road image
- Wide lug groove pattern
Wide area devoted to lug grooves ensures excellent off-road performance by delivering firm traction on various terrains
- Side design
Uses large side block befitting tire’s large size. Enhances tire design while raising off-road performance on rough roads

“Rock concept” design

A design based on an image of rocks in nature is applied uniformly to the tread and side areas of the tire, enhancing the vehicle’s off-road image.

**“Rock Concept”
Design**

Symmetric tread pattern



Wide lug groove pattern

Use of extra-wide lug grooves takes into account the need for firm traction and high performance on a variety of rough road conditions. Delivers the superior off-road performance demanded by extreme off-landers.

Wide Lug Groove



Side design

Extra-large side block befits tire’s large size. Makes for safer driving on muddy and rocky roads while raising overall off-road performance.

**New Side Block
Design**

